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THE EDITOR AND PUBLISHER

AND JOURNALIST

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Vol. 12. No. 45 NEW YORK, APRIL 26, 1913 25 Cents a Copy

DEDICATED to the Press of the United States; Greatest Power of all Ages and Climes; Molder of America's Liberal Institutions; of Representative Government the Architect and Conservator; of Intellect's Freedom the Champion and Guide: Support of the Weak and Check of the Strong; Friend of the Needy and Counsellor of the Distressed; Foe of Corruption and Herald of Progress.

These pages have been compiled in memory of the men, who in ages less generous and less enlightened, carried the torch of knowledge and battled for human rights, high ideals and social betterment, with hardship as the most certain reward and ingratitude the surest recompense; to whom the pillory of public scorn, born of ignorance and vainglory, had no terrors; whose perseverance knew no bounds, courage no equal, and pens no fear.

Within these covers will be found a story that should prove an inspiration and the keenest encouragement to the men who now continue the work of shedding light upon the dark places and truculent sores of the body politic, who make each day a little better than the one before; whose cultivation of a healthy optimism is the greatest public service rendered, and whose disinclination to be awed by the mighty or swayed by the shrewd is the public's guarantee that the avenues of human advance will never be closed.

THOUGH no apologies need be offered, **The Editor and Publisher** avails itself of this opportunity to announce that the history of journalism as here sketched in broad lines is but the initial effort in a field of great breadth, one in which preliminary surveys only have been made. The newspaper report of to-day becomes history with the morrow, and though much that is written is discarded, the keeping of man's record has resulted in a document of tremendous proportions. Happily, with the story told we are not concerned; the methods employed in its telling are our quarry, and in future issues, it is planned to give them closer attention.

To the present-day newspaper man it is usually not apparent that he is doing an important and lasting work. The daily edition, to be sure, is an ephemeral thing, consigned to oblivion with the close of the form. But the effort represented by it remains. Though not a word be preserved, the influence for good or evil exerted upon society contributes to the shaping of the story of man. In recording the events of the day, the journalist molds the history of decades and centuries.

It is meet, therefore, that the journalist appreciate his true position; that in the creed of a Watterson, he be a gentleman in every sense of the word; a man of personal and mental cleanliness, fair unto all and considerate with those reached by him. Our profession is the oldest known. Physicians were but quacks, jurists genuflecting servants, and scientists simulating imposters when the chroniclers of old reported the little we know of man in antiquity. In such a sincere manner did they labor that the scrutiny of centuries has fastened upon them but few transgressions against truth. That the successors of such men, humble or exalted, have good reason to hitch their wagons to the stars needs no iteration. A venal press is a social misfortune; a virtuous journalism the hope of man. Thus every effort to improve the intellectual quality of the newspaper man becomes of value. This is the purpose of the present publication.

Other efforts along this line will be made. And they are needed. Governed by a wholly natural law, it will be a long time before the effect of schools of journalism will be felt, and even after that there will be ample room for betterment. After all it is not technical proficiency that makes the press good, bad or indifferent; qualities of the heart, rather than properties of the mind, are responsible for this. A thorough understanding of his position, and his obligation towards himself and society are more essential to the modern journalist than ought else, and this can best be gained by taking the lessons of newspaper history to heart.

A Combination That Commands Attention!

ONE that thoroughly and profitably covers the morning and afternoon field of Pittsburgh, Western Pennsylvania, and including liberal territory in Eastern Ohio and West Virginia.

Any advertiser seeking the most economical and best channel through which the largest returns in dollars can be counted upon as against the advertising cost will find this an ideal combination investment.

The big field covered by these two newspapers is distinguished for its financial position, industrial strength, productive power, density of population and distributing facilities.

This whole territory is simply alive and teeming with multitudes of money makers and money spenders, and quite naturally is one of the most attractive advertising fields in America.

The Pittsburgh Post

(Every Morning and Sunday)

IS a Home newspaper and covers its territory very thoroughly.

Its editorial strength is measured by real merit, which has given The Post a distinct individuality in its field.

It is newsy, clean, complete and reliable; gives the best market and financial reports, and all the world's happenings hot from the wires.

During 1912 the Post (Daily and Sunday) gained 916,566 agate lines of paid advertising over the previous year, including marked increase in circulation, which comes from the substantial class, who want what they want and have the price to pay for it.

Send for Sample Copy, Rates and Information of Details Regarding the Daily and Sunday Post.

This valued combination serves a vast multitude of buyers who read advertisements because they believe they can serve themselves best by taking advantage of the many commodities offered through newspaper advertising.

Here, then, is concentrated combination circulation that is as practical as it is powerful for its efficiency in reaching buyers for goods through economy advertising. Let us give you more details about this combination.

THE PITTSBURGH SUN

(Every Afternoon Except Sunday)

IS the favorite afternoon newspaper of all classes in Pittsburgh and the well-populated zone it serves.

Over a million and a half dollars are paid out in wages and salaries every day in the district covered by the Pittsburgh Sun, hence "there's a reason" why local advertisers are liberal users of The Sun's advertising columns, which resulted in a gain of 665,868 agate lines of paid advertising during 1912.

The progressive record of notable achievement in advertising and circulation gains of The Sun during the year past tells the story of its value and efficiency as the best afternoon medium in this territory.

EMIL M. SCHOLZ, General Manager

CONE, LORENZEN & WOODMAN, Foreign Advertising Representatives

NEW YORK (Brunswick Bldg.) KANSAS CITY (Gumbel Bldg.) DETROIT (Free Press Bldg.) CHICAGO (Mallers Bldg.)

THERE IS NOTHING MODERN
BUT THE
AUTOPLATE

MORNING DAILY, ESTABLISHED 1865.
EVENING DAILY, ESTABLISHED 1885.
SEMI-WEEKLY ESTABLISHED 1865.
SUNDAY, MORNING AND EVENING
CIRCULATION CONSOLIDATED.

WORLD PUBLISHING COMPANY
GILBERT M. HITCHCOCK,
PRESIDENT.

World-Herald

Omaha, Neb.

February 24th, 1913.

Autoplate Company of America,
1 Madison Avenue,
New York.

Gentlemen:-

Replying to your inquiry as to the operation of the SEMI-AUTOPLATE MACHINE, we beg to say that the machine is working perfectly and has not caused us the slightest trouble. We make from 60 to 200 plates a day and are getting more prompt and regular press-starts than we have known before in years.

We are going to reduce our stereotyping force one and probably two men and believe we will not lessen the efficiency of our force since the SEMI-AUTOPLATE is giving such satisfactory results.

Yours respectfully,

WORLD PUBLISHING COMPANY,

W. G. Crouse
V. P.

WCC/FJ

Isn't this a good deal for $2.35 a day?

The SEMI-AUTOPLATE is the publisher's greatest help towards circulation.

AN 26 1914

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THE EDITOR AND PUBLISHER AND JOURNALIST

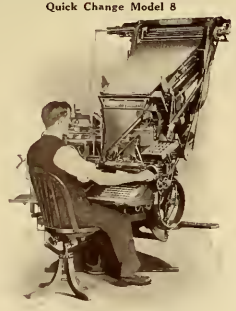
AN ENDORSEMENT

OF THE

MERGENTHALER LINOTYPE

WHICH SPEAKS FOR ITSELF

Quick Change Model 8



Three Magazine Linotype

During the Preceding Six Months

652

Linotypes Ordered from Our Brooklyn Factory During

October, 1912	111
November, 1912	114
December, 1912	131
January, 1913	145
February, 1913	142
March, 1913	166

Quick Change Model 9

Four Magazine Linotype

During the Six Months Just Past

809

GAIN 157

The Buyers of These Machines Back with Their Money Their Belief in Us and That

The LINOTYPE Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY TRIBUNE BUILDING NEW YORK

CHICAGO: 1100 S. Wabash Avenue

SAN FRANCISO: 638-646 Sacramento Street

TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

NEW ORLEANS: 549 Baronne Street

In Fort Worth (Texas) It's The Star-Telegram Now 30,000 Daily

"PAID" CIRCULATION
vs.
"PRINTED and CIRCULATED" CIRCULATION

Fort Worth Star-Telegram circulation statements always show "sworn net paid" circulation in detail.

Some newspapers make statements that show only circulation "printed."

In selecting your medium do not be confused; bear in mind the difference between sworn "net paid" circulation and "gross" circulation.

Insist upon a circulation statement that shows "net paid" as well as "gross" circulation.

Summary of Sworn Statements issued by
FORT WORTH STAR-TELEGRAM.

95% of Star-Telegram Circulation is in Fort Worth Trade Territory.

Sworn NET PAID circulation for 1909	17,002
Sworn NET PAID circulation for 1910	18,505
Sworn NET PAID circulation for 1911	20,264
Sworn NET PAID circulation for 1912	24,629
Sworn NET PAID circulation for last six months of 1912	26,014
Sworn NET PAID circulation for January, 1913	26,815
Sworn NET PAID circulation for February, 1913	27,743
Sworn NET PAID circulation for March, 1913	28,651

Any of these statements in detail upon request.

A steady, substantial growth accomplished without the aid of Contests, Premiums, Reductions in Subscription Price, or other circulation schemes.

GROWTH IN VOLUME OF ADVERTISING

	1911	1912
Paid Local Display, agate lines	3,433,446	3,807,832
" Foreign " " "	932,446	1,092,525
" Classified " "	987,914	1,126,272
TOTAL	5,354,256	6,026,629

A gain of 672,373 agate lines over 1911.

In 1911 The Star-Telegram carried 24 per cent. more advertising than was carried by any other Fort Worth paper.

In 1912 we carried 32 per cent. more than was carried by any other Fort Worth paper.

The Star-Telegram is the only newspaper in Fort Worth that has published regularly for the past four years SWORN DETAILED CIRCULATION STATEMENTS, SHOWING NET PAID AS WELL AS GROSS CIRCULATION; it is the only paper in Fort Worth which submitted to an examination of its circulation by the Association of American Advertisers when requested to do so in 1912; it is the only paper in Fort Worth which made Sworn statement of its ownership, circulation, etc., to the Government on October 1, 1912, and April 1, 1913, as required by Act of Congress.

To cover Fort Worth and Fort Worth trade territory in the most thorough manner you MUST use the Fort Worth Star-Telegram.

AMON G. CARTER
Vice-Prest. and General Mgr.

A. L. SHUMAN
Advertising Manager

101 Columns Advertising Gain in February

122 Columns Advertising Gain in March

77½ Columns Advertising Gain in First Half of April

These straws show the direction
of the popular wind in
New York

The NEW YORK TRIBUNE

published in the interest of the PUBLIC - an old paper with a young spirit—its pages full of life and progress

Has received the stamp of popular approval.

"IT HAS NO STRINGS ON IT"

To the Advertisers of America

THE CHICAGO DAILY NEWS is inaugurating an intensive campaign to advertise to its readers the value to them of the paper's advertising columns. This campaign is planned to run throughout the entire year, and its purpose is to bring the paper's readers and advertisers into closer relations of mutual appreciation and confidence. No advertiser who has used The DAILY NEWS with consistent regularity has ever had occasion to complain that his returns were not up to standard *and more*, but it is the purpose of The DAILY NEWS to increase to the utmost the responsiveness of its readers to the announcements of its advertisers. To this end it will continue to exercise the closest discrimination as to the kind of advertising accepted, in order that the confidence of its readers in the integrity of its advertising columns may be fully justified.

This, then, is *your* campaign, Mr. Advertiser, a campaign primarily in *your* interest, an effort to give you more and more for your money. For years it has been very generally recognized that The CHICAGO DAILY NEWS gives the advertiser more for his money than any other newspaper in America—a conviction based on considerations consequent upon the following facts:

1. The DAILY NEWS circulates more papers in the same area than any other newspaper in the world. Of its March daily average of 373,552 copies all but about 25,000 were sold in Chicago and its suburbs—over 345,000 *city* circulation, which is more than *twice* the city circulation of any other Chicago newspaper, either daily or Sunday—in certain instances 3, 5 and 6 times more (in one case probably 30 times more). It is estimated that there are between 425,000 and 450,000 families in Chicago. Eliminating those who do not read English, it is easy to understand why The Postoffice Review said, "Nearly everybody who reads the English language in, around or about Chicago reads The DAILY NEWS."

2. The DAILY NEWS enjoys the confidence of its readers in a degree not equaled by any other Chicago newspaper, and approached by few, if any, newspapers throughout the country. It is an independent newspaper, free from partisan motive or bias, accurate and impartial. It appeals to the thinking, dispassionate reader rather than to the unthinking partisan. It is a family newspaper. To its complete local and domestic news service is added a special foreign cable service unequaled in extent, completeness and cost by any other American newspaper. The DAILY NEWS maintains its own foreign offices, with its own exclusive staff representatives, in London, Paris, Berlin and Pekin, besides special correspondents in Rome, Vienna, Dublin, Stockholm, Bergen, Copenhagen, Sophia, Cairo, Gibraltar, Belgrade, Constantinople and sixty other foreign news centers. This has been its news and editorial character throughout the thirty-seven years of its publication. Its readers have become attached to it through the natural and legitimate influences of its high character, and are therefore bound to it by deliberate and long-continued choice. By the factors of time and honest and enterprising service it has won their confidence, and retains their loyalty. Thus its high editorial standard has given its advertising columns an unusual character and has made the purchasing power of its circulation exceptionally high.

3. The volume of local display and classified advertising is universally accepted as an index to a newspaper's advertising strength. The DAILY NEWS publishes a preponderance of local display advertising. For example, the January and February totals of this year show that The DAILY NEWS printed more local display advertising, 6 days a week, than any other Chicago newspaper printed in 7. The DAILY NEWS is the great "Want Ad" medium of Chicago. It prints a greater number of "Help Wanted" advertisements than all other Chicago newspapers—daily *and* Sunday *combined*. It is Chicago's "Want Ad" Directory. It is the great advertising Market Place of both the classes and the masses because it is the paper of *all* the people.

4. The DAILY NEWS' advertising rate is one of the three lowest in America. Its minimum display rate on contract is less than one-tenth of a cent per line per thousand circulation. The Publishers' Guide of January gives The DAILY NEWS' rate, based on its old circulation statement of 341,994 (31,273 less than its March average) as .0139 per inch, as against an average rate of .0238 per inch of 140 other newspapers in the 28 largest cities in the United States. And this notwithstanding the very high quality of The DAILY NEWS' circulation. This low rate, coupled with an extremely responsive, concentrated clientele, is an important factor in making The DAILY NEWS "America's greatest advertising medium."

5. The DAILY NEWS is the standard of advertising value by which all other American newspapers are measured. In support of this proposition we submit the following convincing testimony from Printers' Ink of New York, than which there is no higher advertising authority in America:

"When Printers' Ink promised a sugar bowl to a paper that, among all those published in the United States, gives an advertiser the best service in proportion to the price charged, the bowl was awarded to The Chicago DAILY NEWS, and no one has ever asserted that it did not go where it belonged."

TO SUMMARIZE IN A SENTENCE:

The CHICAGO DAILY NEWS carries more advertising 6 days a week, wields a stronger influence with its readers, has a larger circulation in a more compact territory, and sells its space at less cost per thousand circulation than any other newspaper in the United States.

Therefore:

The Chicago Daily News

America's Greatest Advertising Medium

JOHN B. WOODWARD, Eastern Advertising Representative, 709-710 Times Bldg., NEW YORK

A General History of American Journalism

With a Unique Historical Introduction

By CHARLES CAPEHART

JOURNALISM had its beginning with the dawn of history. The first editor was a primitive man who, with a sharp piece of flint and a rock for a mallet, cut rude inscriptions in picture form upon stone. Thousands of years before Christ the ancient Egyptians, Babylonians and Assyrians, representing the cultured races of that epoch, mastered the art of hieroglyphic writing, and left behind them on clay tablets, on obelisks, on slates of stone, on the walls of tombs, on coffins and inside of them records of kings and important happenings of their age. Thus begins the story of ancient Journalism.

There was a saying among the Greeks that "on the banks of the Nile it is easier to find a god than a man." This meant that the ancient civilizations that had flourished for centuries in Egypt had left behind them a great number of statues and monuments erected in honor of the kings and gods they worshiped. As a matter of fact the Egyptian Kings were the first to deposit in coffins prayers to their deities and to write hieroglyphic reports of their own good deeds, on their tombs and obelisks, which were erected in most instances while the individual monarch still lived.

Scientists who have studied with great care the records that have come down to us have been unable to determine how long before this man had existed and had employed stone or clay to preserve for his own people or those who should come after him a record of his deeds. It is quite clear, however, that while the Egyptians, the Assyrians and the Babylonians were the first to make systematic records by means of figures of men, animals, plants and other natural and artificial objects, writings of this kind were known long before Osirteseni I., a King of Thebia, who reigned over upper Egypt and the Arabian side of lower Egypt 3,600 years ago, erected the obelisk bearing his name. He was the builder of the older and smaller part of the great temple at Thebes, known as the Temple of Karnak, on the eastern bank of the Nile.

The tombs of Beni-Hassan, near Antinopolis, which were begun just before or during the reign of this monarch, were grottoes tunneled into the hills. Their walls, which can be seen to-day, are covered with drawings and hieroglyphics describing the different industries, trades, manufactures, games and amusements of the people of those days.

NES-KHENSU'S STORY, 3,600 YEARS OLD.

A royal Egyptian scribe, was Nes-Khensu. The inner coffin in which he was buried, pictured above, was placed in another hewn out of granite. It contains a story of his life and times. A little over a century ago the British Excavation Company unearthed and placed it in the British Museum.

On this page will be seen a picture of the coffin in which Nes-Khensu, an ancient royal scribe, was buried. Nes-Khensu made his own coffin and inscribed on its surface in his own hand a message that has come down through the procession of the centuries to our day. What modern journalist will be as successful as he in perpetuating his name and history three thousand years by means of any record, written by himself, that may be buried with him in his tomb?

The following is a literal translation of the hieroglyphic inscriptions seen in the coffin: "Nes-Khensu, a royal scribe of the offerings of Amen-Ra, the lord of the thrones of all the world and King of the gods at Thebes; the son of a libationer of Amen, Techet-Khensu-auf-ankh." His wife was a priestess called Tchet-Mut, a lady of the college of Amen-Ra at Thebes. Symbols and emblems of the gods Ra and Osiris, the cartouches of Amen-hetep, first King of Egypt. The sides of the coffin are decorated with figures of a number of the gods of the underworld. Scenes in which Amen-Mes and Nes-Mut, relatives of the deceased, are represented in the act of making offerings to the gods on behalf of the deceased. On the sides of the coffin Nes-Khensu pictured and painted some of the acts of his devotion, through life, to his gods. "The deceased making an offering to the cow Hathor"; "An offering to Osiris Tanen, to Osiris Un-nefer, prince of the living"; "To the Sphinx, symbol of Amen-hetep." "The jackal drawing a boat in which is the eye of Ra; the wife of the deceased adorning Tanen and his funeral procession, in which the bier is drawn by the sacrificial cow."

We cannot help speculating as to the number of centuries that must have passed before this style of writing came into use and the characters grouped into sentences. The first great change in the art of writing was the employment of figures for the names of objects and not for the objects themselves. From these came the ability to represent a sound or syllable, and through them they were enabled to represent ideas, feelings and actions that could not be expressed in pictures alone. The second great step in the art of writing was made when the scribes of the day discovered that twenty or thirty monosyllabic sounds came into use much oftener than the others. These were vowel sounds, and vowels joined to single consonants which later formed the foundation of the alphabet. Although the Egyptian priests did not evolve the alphabet, they made long strides in the right direction.

The power of transmitting thoughts to absent friends or to future generations by means of a few black marks made on stone or wood is such a wonderful art that many scholars are of the belief that it must have been communicated to the forefathers of the human race by Divine Power; otherwise it is difficult to account for its presence among all peoples of the earth from the dawn of civilization.

None of the monuments of Egypt are more interesting and perhaps more ancient than those bearing the hieroglyphic names for the months, the half months and weeks. The Egyptians divided the year into three parts—the season of vegetation, the season of harvest and the season of the inundation of the Nile Valley. Each of the seasons are divided into the first, second, third and fourth months, and every month into thirty days. At some unknown time days were added which were called by the Greeks the Epagmenae. In reckoning time this civil year of 365 days was in constant use from 1322 B. C. for 1,461 years.

At that time the months began a whole season too early for their names, the month of Thoth, the first month of vegetation, being soon after mid-summer, or at the beginning of the inundation. The question is naturally asked, When was the calendar rearranged so that the names of the months corresponded to the seasons?

It is claimed by many scientists that Julius Caesar, about forty-five years B. C., through the help of Sosigenes, an Alexandrian philosopher, employed the old Egyptian calendar to form our present-day calendar of 365 days. Astronomers now measure the length of years and days by so many revolutions of the earth and the earth's revolutions around the sun. This particular mention of the calendars of both ancient times and of the present day has no special bearing on the history of journalism except that it proves the accuracy of those old Egyptian writers.

We still wonder how the ancients were able to devise methods of keeping accurate records of the flight of seasons and years in the absence of a knowledge of the scientific principles that have developed in comparatively modern times. That they were successful in measuring time and in preserving the records of historical events in their proper order is shown by the inscriptions found on the walls of tombs and on the obelisks. It is quite possible that the method employed by them had its origin among people who lived thousands of years before the Egyptians, and was handed down from one generation to another by word of mouth.

A PAPYRUS NEWS SHEET, 5,000 YEARS OLD.

This shows another style of news records of ancient Egyptian days. Papyrus, a tall, graceful, sedgy plant, supplied the favorite writing material of the ancient world, and many priceless records of antiquity are preserved to us in papyri. The pith of the plant was pressed flat and thin and joined with others to form strips, on which records were written and painted. The oldest piece of this kind of news dates back to B. C. 3500, thus making it about 5,413 years old.

Babylonian and Assyrian Journalism.

While most historians point to the ancient Egyptians as the first race of men to leave their records of events in such shape that they have been handed down through ages of civilization, we must look to the ancient Babylonians and Assyrians for some of the most beautiful facts upon which our present-day language and writings are founded.

We find records of kings who reigned as far back as B. C. 1850. Ismi-dagan, an ancient Assyrian king, is revealed to us through hieroglyphics inscribed on monuments, and baked clay tablets, a kind of terra cotta. The most remarkable features of Assyrian civilization was its literature and libraries of clay tablets. It is to these records that we owe most of our present knowledge of the early history of that people. The principal Assyrian library was at Nineveh, and the monarch who did most for Assyrian literature was Assur-bani-pal, the Sardonapulus of the Greeks, to whose time the majority of the tablets belonged. Several hundreds of these clay tablets are in the British Museum.

AN EGYPTIAN WRITER'S CALENDAR.

The above picture represents the old Egyptian Calendar. A translation shows that it was much like our present calendar of 365 days.

While the Babylonians and Assyrians drew pictures and were gifted in the art of carving, their style of lettering appears more modern than it really is. The originals of the examples of early Babylonian and Assyrian Journalism depicted in the following pages were examined in the British Museum by the writer. The letters are uniform in appearance without reference to pictures of hawks, snakes and vegetables. It is said that this writing is very similar to that of the ancient Hebrew. Here we find what seems to be the first spelling book. We think a great deal of our Webster and other standard dictionaries of today and could not very well get along without them, but the Babylonian syllabary or spelling book, written B. C. 442, and shown on page 6, was as important in its day.

Nearly every journalist knows that news letters preceded the newspaper. Early in the history of our own nation our forefathers were obliged to depend for their news upon news letter writers. That the Babylonians and Assyrians knew the art of letter writing 3,000 years ago is shown by a reproduction on page 6 of one of these ancient news letters which is now in the British Museum.

We have heard the story of Noah and his Ark and the flood that covered all the earth many times since we first went to Sunday-school. But it is not generally known that ancient Babylonian clay tablets antedating by some centuries the Hebrew, historians tell practically the same story.

The story of the Creation and the story of the deluge may be seen on clay tablets in the British Museum.

Attention is called to these ancient records for the purpose of showing the original trend of what is now called journalism. In the foregoing paragraphs I have endeavored to show a little of what has been learned concerning the beginnings of pictured and written thought.

It was man's desire to express in words and signs his devotion to a supreme being that brought to us the world of historical knowledge that we now possess. That desire is traced back through the ages of antiquity only through the channels of journalism, or by written records such as have been reproduced in these pages. The world would be little more than a cave dwelling place had it not been for the records that have come down to us through thousands of years, even though many of these chronicles were chiseled in granite by idolatrous nations. It must be remembered that the words written, pictured and printed in relation of Journalism are as numerous as the sands of time and this story must suggest enough material to fill ten or twelve volumes.

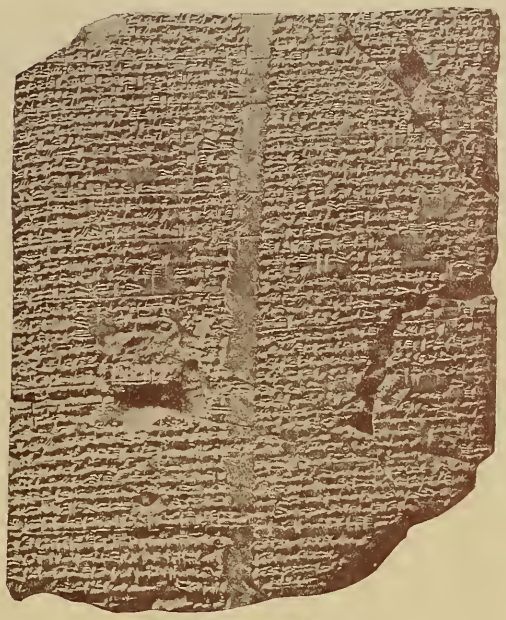
Ancient Hebrew Writings.

Among the ancient inscriptions and writings on monuments and other imperishable materials, there is none more interesting than the ancient Hebrew, which is by right a semetic language. Aramaic (from the Hebrew Aram) was spoken in Northern Syria, Mesopotamia and Babylon. The Jews spoke a dialect of that language and after their return from captivity at Babylon, B. C. 536, adopted the Hebrew as their sacred language. The Hebrew-Aramaic was a tongue in which Christ and His disciples conversed. "The ancient Hebrew shares the imperfections of the Semetic branch of languages to which it belongs," says Quackenbos, "and it is one of the oldest of tongues, the Jews claiming that it was the original language of the human race."

Its name is derived from Heber, an ancestor of Abraham, and consequently of the people who spoke the classical tongue of the Old Testament. In the days of Abraham, whose father dwelt in "Ur of the Chaldees," about B. C. 2000, the Semetic dialect differed very little from the Hebrew. The old Hebrew alphabet only contained twelve letters, this number being afterwards increased to twenty-two. The most ancient Semetic poetry is found in the Hebrew of the oldest books of the Bible. Nearly one-half of their sacred writings was written in verse, chiefly lyrical, ranging from the simplest to the sublimest strains of prophecy. Quackenbos says: "Other literatures boast of their epics and dramas; but the Hebrew, without either, has exerted a far more exalted influence on the human mind than any other."

"Their language is significant and striking, their thoughts lofty and solemn, their tone severely moral, their themes of the deepest interest to man. What wonder that the Hebrew poets tower above the sublimest writers of their times and countries?" "Whatever," says Taylor, "possesses most of simple majesty and force, whatever is most fully fraught with feeling, whatever draws away the soul from its cleaving to the dust and lifts the thoughts toward a brighter sphere—all such elements we owe directly or indirectly to the Hebrew Scriptures, especially those parts that are in spirit and form poetic."

The earliest Hebrew writer of whom we have positive knowledge was Moses, the author of the greater part of the Pentateuch, the first five books of the Old Testament, called by the Jews "The Book of the Law." Every newspaper man is more or less familiar with the history of the life and times of this Giant of history. Suffice it to say that his influence still lives. In the city of Rome stands a colossal statue of Moses, the work of Micheal-Angelo. It is, of course, a creation of the artist's imagination, as are thousands of other sculptured and painted pictures representing men and women whose real likenesses were never made while they lived. Nevertheless, Moses made a lasting impression upon the minds of the whole world. The laws he laid down in the wilderness near Mt. Sinai are the basic foundation of all our modern governments. Rawlinson's ancient history states that the "Authenticity of Moses works as part of God's word has been disputed from time to time; but neither Jews nor Christians doubt its inspiration. If either of these religious sects doubted it, they would have to build a new foundation for their churches."



THE BABYLONIAN CHRONICLE.

This is a clay tablet in the Babylonian character, with a chronicle or list of the principal events which took place in Babylonia and Assyria between the third year of the reign of Nabu-nasir, King of Babylon, B. C. 744. There are several events inscribed which give separate reports of the important news of that day. These news items are separated by lines (or what we call rules) drawn between the paragraphs. In column three is a story of the murder or assassination of Sennachherib, King of Assyria, who was killed by his own son on the 20th day of the month Tebet, in the third year of his reign. The story is written in the same style as some present-day reporters weave sensational stories of assassinations.

The Phoenician Language.

The Phoenician alphabet, it is asserted by some historians, was composed of twenty-four letters, and were more modernly arranged, grammatically speaking, than any other of its day. The narrow strip of coast land between the Libanus Mountains and the Mediterranean Sea was recognized as an important center of civilization. Its cities were seats of art and commerce; Africa, Sicily and Spain were dotted with its colonies and trading stations; the sails of its merchantmen were stretched on every known sea and its language known throughout the ancient world. Kirjath-Sepher was known as the famous "Book City" during the conquest of Canaan. The name of this city implies that it was a repository of books, said to be those of public records and works of law. One important Phoenician writer known to us is Sanchoniathon. "Fragments of his history, written," Quackenbos says, "perhaps in the fourth century before Christ, have survived through a Greek translation."

THE FIRST KNOWN MAP OF THE WORLD.

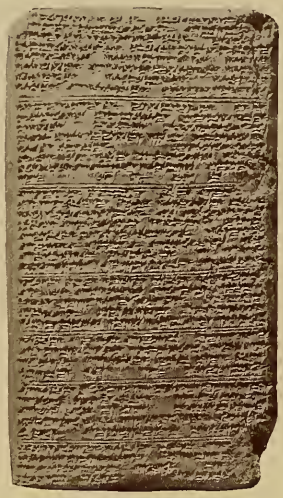
This Babylonian map is probably of the eighth century B. C. The two circles are supposed to represent the ocean, while the River Euphrates and Babylon are shown inside them. The upper part of the tablet is a cuneiform inscription, a kind of explanatory table.

Grecian Journalism.

While the Phoenicians were winning maritime supremacy, and achievements in art and science were spreading the renown of Egypt throughout all countries, a simple agricultural people were quietly moving westward toward Greece and Italy. It has ever been man's ambition to migrate westward. These Pelasgic tribes, as they were formally called, were the ancestors of Greece and Rome. The ancient Greeks themselves claimed, with pride, to have sprung direct from the earth (just as the Jews claimed to be the chosen people of God), and a golden grasshopper, worn in the hair as an ornament by the women of Athens, point to this belief in their autochthony.

These newcomers were the Hellenic race, identical with the Phoenician in origin, but forced to a higher state of development in the garden of Asiatic culture and ready to burst into a blossom on the soil of Greece. They were a people of greater vigor, physically and intelligently. They formed a new nation and endowed it with new life, and with their Pelasgic dialect modified by that of their kinsmen in the Greek peninsula, they evolved a language which was destined to teach the whole world in arts and classics. These Greeks had a popular proverb, "Do nothing too much," which they applied in writings as in acting.

"Ancient Greek," says Quackenbos, "is the most musical language of the Indo-European group. No monotonous repetition mars the harmony of Greek. It presents a pleasing variety in its vowel sounds." "The earliest forms of poetry were hymns to the deities. The religion of the ancient Greeks was a worship of Nature. Imagination peopled every nook of their picturesque land with supernatural beings, and each was propitiated with song, from the wood nymph supposed to reside in the spreading oak to the Sun-god Apollo, who, with the 'Nine Muses,' the godesses of poetry, abode on snow crowned Parnassus. To Mother Earth were poured forth strains of glowing gratitude for her bounty; the god of wine, Bacchus, was hymned with lively lays in praise of revelry, and the burden of sacred songs varied with the character of the divinity.



BAKED CLAY NEWS LETTER.

The style of news-letter writing in vogue between the Assyrians and the Egyptians B. C. 1450. One side of a two-sided letter on a clay tablet received by Amenophis, third King of Egypt, from Tushratta, King of Mitani, acknowledging receipt of dispatches and referring to the friendship which existed between the royal houses of Mitani and Egypt. It also contains announcements of the dispatch of a number of gifts to Amenophis by the hands of his envoy, Giliya. It contains the news of the gift of a princess, the daughter of Tushratta, whom Amenophis married.

BABYLONIAN SYLLABARY.

An old Babylonian spelling book, written B. C. 442, inscribed with the names, pronunciations and meanings of a number of cuneiform characters, dated in the tenth year of the reign of Artaxerxes. It is supposed it was used, most naturally, in the schools of those days to teach the younger generation how to spell and the meaning of the words. It was, in fact, a veritable "Webster's Unabridged."

"The delights and sorrows of domestic life also found utterance in verse; when the bride was escorted to her new home the nuptial song was sung, and for the dead the funeral dirge was chanted."

Thus was laid the foundation of Greek letters. From such rude beginnings the Greek imagination, by strides unparalleled in history, mounted to the grandest heights ever attained in poetry. Moreover, to original Greek we owe the different varieties of literary composition—epic, lyric and dramatic poetry, history, criticism and oratory.

This same Greek literature is taught in our high schools and universities, and our libraries throughout the country contain copies of Grecian journalism that has helped to inspire the literature of the ages influencing, no doubt, our present-day editors and publishers to loftier ideals.

A KING'S MAGAZINE OR PERIODICAL RECORD.

A baked clay cylinder tablet, B. C. 3750, owned by King Nabonidus of Babylon, who describes himself "as the great king, the mighty king of all the world, the king of the four quarters of the heaven and earth," and he states that "before his birth the gods Sin and Nergal had assigned to him a royal destiny. The god Sin in times past was wroth with his people, and brought the Scythians into the city of Harran, where they destroyed the temple called E-khul." A great deal of the text is a description of this king's building operations. He built the temple of the Sun-god at Sippar, which had been restored by Nebuchadnezzar forty-five years before.

Roman Journalism.

Let us now turn our eyes of research to the sunny hills of Italy, home of the Latin race, whose people have never given up the language of the earliest settlers, who were akin to the tribes who spoke the dialects of the Phrygo-Hellenic tongue.

When Rome was founded 753 B. C. the predominant Italian races were distinguished as Latin and Umbrian, their languages being closely related. The Etruscans, who lived west of the Tiber, were of Aryan origin, and differed in many respects from the Umbrians and Latins.

"In its most ancient form," says Quackenbos, "the Latin language was probably spoken by the people of Latium at least 1200 before the Christian Era." For many centuries it remained unpolished and its roughness did not wear away until it came in contact with Greek civilization about 250 B. C.

The Latin alphabet consisted of twenty-one letters mostly borrowed from the Greeks through a Dorian colony at Cumae. Little can be said of the literary history of the city during the five centuries that followed the founding of Rome, because of the fragmentary records that have come down to us. The oldest existing Latin poetry was inscribed on a tablet exhumed at Rome in 1778, just 135 years ago. It is a chant of the Arval Brothers, an association of priests founded under the Roman kings, and consists of an invocation to Mars, the god of war, to avert pestilence, volcanic eruptions, etc.

It is reported in Professor Allen's "Remnants of Early Latin" that there is a fragment of another tablet upon which is inscribed a part of a hymn sung by the Salian priests in honor of Janus.

A Greek slave, Livius Andronicus, who may be called the father of Roman classical literature, and who translated the Odyssey into Latin Saturnian verse, introduced his captors to the literary treasures of the Greeks. Then the Roman writers took their cue from Greek authors and Roman journalism and literature began to dawn.

The first great poet of Rome was Titus Maccris Plautus, who lived 200 B. C., whose works were of a comic nature and closely followed the ballad songs of the earlier Latin race. A boorish country boy he left his home in the mountains of Umbria to seek his fortune in the great capital where, at first, he was successful as a stage carpenter and deco-

rator. When unoccupied he tried his hand at writing comedies and soon began to make "hits" in the theatrical world. His plays were very well received and the author soon became popular with the public.

During the rest of his life, Plautus had no peer on the comic stage. He died in 184 B. C. Twenty of his comedies are extant, one of which is entitled "The Captives."

Cato, the philosopher, orator and historian, was the first man who gave dignity to Roman literature. He wrote over 150 compositions or orations, as they were then called. His chief work was his "Origines," in seven books, giving a history of his country.

The golden age of Roman literature began with Cicero, one of the greatest of all writers, ancient or modern. In the Ciceronian period, 80-43 B. C., a stormy era of conspiracy as well as conquest, political eloquence and history monopolized the attention of the master minds of Rome.

In the Augustan period, B. C. 42-14, and after 14 A. D., the greatest of Roman poets, Virgil and Horace, lived and wrote, Tibullus and Propetius put forth their sweet elegies, and Ovid his amatory compositions. Even the pages of Livy's history are aglow with poetic coloring.

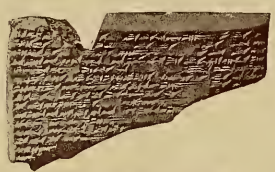
A BABYLONIAN STORY OF THE DELUGE.

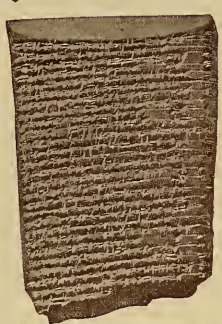
According to this account "The gods determined to send a deluge upon the earth, and Tsit-napishtim, a dweller in the ancient city of Shuripak, on the Euphrates, was warned by the god Ea of their design. In obedience to this god's instructions, he collected wood and materials for the building of a ship which was intended to save him and his wife and his family, and his beasts of the field from the waters of the flood. He made a barge 120 cubits long, six stories, nine rooms. The outside of the ship was smeared with bitumen and the inside with pitch. The same night a heavy rain began to fall and continued for six days and six nights. On the seventh day the storm abated and the sea went down. Meanwhile the ship had drifted to the land of Nitsir, where it grounded on top of a high mountain. Seven days later Tsit-napishtim sent forth a dove, but she found no resting place and returned. Then he sent forth a raven, the bird flew away, and although it approached and croaked, it did not reenter the ship. Tsit-napishtim then knew that the waters had abated and came forth with his family and the beasts of the field."

Cicero was born at Arpinum, a little Latin town, southeast of Rome. Seeing unusual talent in young Cicero, his father decided to develop it by a special course of study in an institution in Rome which he himself superintended. Here the boy studied Greek literature and the writers who produced it. He became thoroughly versed in the languages under the teaching of Archias, a Greek scholar. He studied law and became the most famous orator at the Roman bar.

Cicero was a many sided man and successfully filled various public offices, but his enduring fame rests upon his orations, essays and philosophical treatises. Cicero's chief writings are the "Tusculan Disputations," "The Offices," a moral essay on "Old Friends and Old Age."

The next greatest Roman journalist, and the most influential one-man power at one period of the Roman empire was Julius Cæsar, born just 100 B. C. Shakespeare styled Cæsar "The foremost man in all the world." The period at which he lived was a critical one, as Roman morals had degenerated, and "Justice" was openly bought and sold. The times demanded a statesman who would not shrink from taking upon himself all needful responsibilities. Julius Cæsar was the man Rome needed to accomplish the things required by the majority of the people. But although he was accused of seeking personal aggrandizement rather than the advancement of the people's interests, history has yet to record the deeds of a man who did more for his country than Cæsar.





A BABYLONIAN STORY OF THE CREATION.

The tablet above describes the times when "The heavens were not, and the earth was not, when there were no plants, and before the gods had come into being, and when the water deep was the source and origin of all things." The tablet below describes "The creation of a brood of monsters by Tiamat," etc. Marduk, the champion of the gods, gave instructions unto man after he had been created, saying, "The god says, thy heart shall be pure before thy God, for that is what is due him. Speak no evil against thy friend and neighbor. When thou hast made a vow, withhold not that which thou hast vowed."

The whole world knows of Cæsar and every school boy and girl has read about him. The greatest of Cæsar's works are his "Commentaries" on the Gallic and Civil wars. While the titles of his books sound very warlike, at least one-half of the text they contain is devoted to beautiful descriptions of the countries he visited and the people who populated them. He was engaged in writing his personal views of the Egyptians at the moment an Egyptian slave presented to him in his apartments the famous Cleopatra. His army had subdued the Egyptians and he had taken possession of the capital. The walls of his rooms were decorated with ancient hieroglyphics, as may be seen in the accompanying picture. It is supposed that in this very room, through the help of Grecian scholars, Cæsar changed the old Egyptian calendar.

Caius Sallustius Crispus, popularly known as Sallust, is another well known writer among the Roman historians. Cæsar made him governor of the rich province of Numidia. Sallust did not "Do a thing" to this country, for in less than a year he had thoroughly plundered its treasures and returned to Rome with immense riches. He was saved from prosecution for extortion through the intervention of Cæsar.

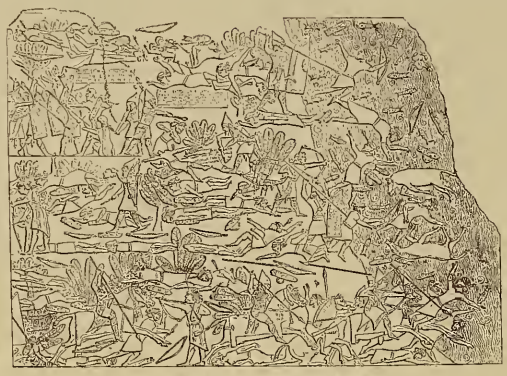
After the assassination of Cæsar, Sallust settled in a beautiful villa erected from the funds he had stolen, and being satisfied with political positions that had been bestowed upon him, he wrote some interesting books, including "The Conspiracy of Catiline," "The Jugurthine War," and an excellent history of Rome from 78 to 66 B. C.

Lucretius, poet of the Ciceronian period, was a true Roman and a great lover of Nature. Homer alone excels him in power of description. The only work of Lucretius that has come down to us was "On the Nature of Things," which Macauley styles "The finest didactic poem in any language.

Space will not permit us to enumerate all the names of Roman writers whose works have been handed down and are highly esteemed by scholars as classics, but mention should be made of Tacitus, who was foremost among the prose writers of that period. Tacitus was considered by many the greatest historian of his day. In "Agricola" he gives a biography of his father-in-law, a Roman governor of Britain. This work is valuable on account of the light it sheds on Britain and the influence of Roman institutions. "Agricola" was followed by "Germania" showing the con-

ditions and customs of the people of Germany. The remaining works of Tacitus are his "Histories," "Annals" and dialogue on "The Decline of Eloquence." In his "Annals," composed of sixteen books, he traced the history of the emperors from the death of Augustus up to the point at which his "Histories" began. Portions of this work, which were published about 115 A. D., are lost, but one story is preserved giving a vivid description of the "Burning of Rome." Tacitus was born 53 A. D. and lived 64 years.

We also find in Pliny the younger, a scholar of Quintillian, another celebrated rhetorician, the champion news letter writer of his day. He lived from 62 to 113 A. D. Pliny took a prominent stand as the champion of the wronged, and delighted in compelling dishonest governors to disgorge their stolen spoils. "It is as a letter writer," says Quackenbos, "that Pliny is entitled to a place among the worthies of Latin literature." His epistles to his friends and the emperor, in ten books, are among the most pleasing relics of antiquity.



AN ASSYRIAN CARTOON STORY.

"A battle between the forces of Ashur-banipal, King of Assyria 688 B. C., and Te-umman, King of Elam, on the plain between the river Eulaes and the city of Shushan. The scenes of the battle are depicted with great spirit;—the rout of the Elamites; Urtaku, an Elamite Prince, calling in his despair on the Assyrian soldier to behead him; the overturning of the chariot of Te-umman, who falls to the ground wounded by an arrow; Tamritu, defending his father, Te-umman, with his bow; the Assyrians cutting off the head of Te-umman; Assyrian warriors in a chariot carrying the head of Te-umman to Assyria."

In the long array of names that represent the last three centuries of the Roman Empire we find none more worthy of respect than the Latin fathers, among the greatest was St. Augustine, 354 to 430 A. D. Tulloch said, "No single name has ever made such an impression upon Christian thought." St. Augustine was not born a Christian, or rather had not been baptized and enrolled as a Christian until after he had gone to Milan, where he taught rhetoric. When at last he became the Bishop of Hippo in Africa, he zealously embraced Christianity and put forth fifteen treatises in refutation of the Pelagin heresies. His greatest works were "The City of God," "Confession" and a treatise on the "Trinity."

Ambrose, Bishop of Milan, who lived in the last half of the fourth century, was the author of numerous episties and hymns, the Te Deum being one of his compositions. His "Offices" defines the duties of Christian pastors.

St. Jerome, 340 to 420 A. D., was the great apostle of monasticism. From a convent at Bethlehem he promulgated his Latin version of the Old and New Testaments, called the "Vulgate," because it was designed for the use of the common people who understood no language but Latin. St. Jerome's Bible, adopted as a standard version, was the first book put to press. It was printed in 1455, six or eight years after Gutenberg invented movable type.

STATUE OF AN EGYPTIAN SCRIBE.

WRITING IMPLEMENTS OF ANCIENT GREECE.

St. Gregory, Bishop of Constantinople, the last of the four great Latin fathers and the most poetical of early Christian writers, bequested to posterity a book of epistles, orations and religious poems.

Tertullian, 150 to 230 A. D., was another early Christian writer worthy of mention on account of his treatises on "Penance," "Idolatry" and "Theatrical Exhibitions," etc., and also for his "Apologeticus" in defense of Christianity. In after life Tertullian joined a heretical sect, with whom he died. Cyprian, Bishop of Carthage, and a pupil of Tertullian, defended Christianity with an eloquent pen and finally laid down his life for the faith.

Journalism in Book Form.

After the ancient Hebrew and Greek languages were established records of nearly all the important events of the world were written in these two tongues. Christ spoke mostly in Greek and Hebrew and His works were first written in these languages. Just before the birth of Christ and before paper was invented, records were written on bark or papyrus, from which is derived the name for paper. Herodotus wrote the first intelligent history of the world on papyrus. Some rolls of these old books were 30 feet long. Diodorus wrote on leather. It was a very common thing in his day to manufacture leather parchments from the skins of sheep and calves. All sorts of flexible substances were used for writing purposes, but mostly those that would stand abuse and carry ink.

Paper made from cotton came into use, according to Montfaucon, toward the end of the ninth century; and the invention came at an opportune time as parchments and *palimpsests*, the latter a Greek word meaning, twice rubbed, were very scarce.

The demand for books of devotion had imperiled the preservation of classical literature. It was the invention of linen paper that gave the first real impulse to book production. The precise date of this invention is disputed, but Mabilion refers it to the twelfth century. Montfaucon, however, found no specimen earlier than 1270. The form of ancient books differed in accordance with the materials upon which they were written. When flexible materials came into use it was found convenient to use them in the form of rolls. The papyrus, and afterward the parchment sheets, were joined together and then rolled upon a staff into a volume (volumen).

In the stone age the man with a five-pound granite stone in his right hand, which he used as a maul, and a hard flint in his left hand, which he used as a chisel or an engraving tool, was a writer, and whatever he wrote upon was a book, in one sense of the word. It is said that "Necessity is the mother of invention." History shows us that as the human race progressed every new meritorious invention has created a demand for something else to go with it. We of this day call ourselves "Progressives," but we are no more entitled to that name than were the men of old who stumbled along the dim pathway of civilization. Every man who has invented a new word or improved the style of

writing is a link in the chain of journalism, but we must all take our hats off to the man who wrote first.

When the Alexandrian library was established about 300 B. C., various expedients were resorted to to procure books. The Athenians were the earliest book sellers and supplied books to rich families or to any who could pay the price. In Rome, toward the end of the Republic, libraries were a necessary part of every Roman home.

"The Acta Diurna."

Long ages before the European invention of the art of printing there were in Rome at the time of the Empire, many book publishing firms.

To the Roman of the Augustinian period literature was an essential. The Romans possessed public libraries that were free to all. They had newspapers, too, not like ours, of course, in form, but they contained the news of the day and were eagerly read by aristocrats and their educated slaves. The principal journal was entitled "Acta Diurna" and was published under the sanction and management of the Government. Copies of the several issues were hung up in places of frequent resort, in public buildings and in the Senate for the benefit of the people. These issues were sometimes copied for the private perusal of the wealthy class.

All public events of importance were chronicled in the Acta Diurna. The reporters, known as "Actuarii," furnished abstracts of the proceedings of law courts and public assemblies. It also contained a list of births, deaths and marriages. One of its most popular features was the reports of trials for divorce. Juvenal tells us that "The women were all agog with the news of deluges, earthquakes and other horrors," and that wine merchants and traders used to invent false reports, write them on sheets, and hang them up in their places of business to attract the women, especially, who came to read the news, and incidentally, were induced to buy of them such articles as delight the feminine heart.

MOSES,
Author of the Pentateuch, the first five books of the Bible, 1450 B. C., from photo of the famous Michael Angelo statue in Rome.

In addition to all these means for gratifying the Roman taste for reading every respectable home possessed a library. Some of these books, or rolls, containing records of the events of the times, were too huge to handle very easily and could not, therefore, be very well carried around.

The chief writers of those days were educated slaves, who were called transcribers. At first they were employed in making copies of celebrated books for their masters. To speak of a man as a slave did not always mean that he was of low birth and fitted only for manual labor, for hundreds of persons captured in war by the armies of Rome were men of education and refinement, such as Greek slaves who were scholars.

We learn that Atticus, a well-known Roman in the second century, and an author of note, founded what we now call a publishing house and reproduced the works of favorite authors on a large scale. Atticus himself wrote and published an epitome of Roman history entitled "Annals," comprising a period of seven centuries. He employed a large number of slaves to copy a book from dictation simultaneously and was thus enabled to manufacture books rapidly and keep pace with the demand. Fancy an author of our day contracting to supply 1,000 copies of his book by such a method. No wonder that when the printing press was invented it made the world wiser in 300 years than had all the writers during all the ages that had elapsed since the birth of letters or of pictorial art.

It is interesting to learn how cheaply those authors and book-makers produced copies of their works. According to Martial, a famous Latin epigrammatic poet, born at Bilikis, Spain, about 40 A. D, the first book of his poems was sold, neatly bound, for five denarii, or about 75 cents of our money, but in a cheaper binding for the people it could be had for ten sestertii, about 25 cents. His thirteenth book of epigrammatic writings was sold for four sestertii, about 11 cents in our United States money. Martial further states that it would only require one hour to copy the whole of the second book, "*Haec una peragit librarius hora,*" containing 540 verses. Therefore, in Rome during the time of Titus, for this Martial was a favorite of his, books were both plentiful and cheap.

During the Middle Ages the art of book-making fell into *desuetude*, as slaves were employed in what was regarded a more important work than that of reading and writing. Their masters, and even Kings and Princes regarded a quill pen in their own mail-gloved hands as a very foolish weapon. Moreover, there was no educated public to which the book-makers could appeal. Every man of age had to use the sword and the art of transcribing was confined to a few monks, whose time hung heavily on their hands. As a natural result writers became, Odofredi says, "No longer writers but painters," and books became elaborate works of art. This form of embellishment was not confined to Bibles, but was extended to law books as well.

The booksellers of the tenth and twelfth centuries were

called "stationarii" either from the practise of stationing themselves in booths or stalls in the streets or from another Latin word Statio, meaning a depository, which the booksellers kept open for the use of readers and for the reception of manuscripts offered for sale on consignment.

In 1292 the bookselling corporation of Paris consisted of twenty-four copyists, seventeen bookbinders, nineteen parchment makers, thirteen illuminators and a few small dealers in books and manuscripts. But when printing was first introduced upwards of 6,000 people are said to have earned their livelihood by copying and illuminating manuscripts.

The invention of printing, which can only be mentioned here, as an article on the subject appears elsewhere in this number of THE EDITOR AND PUBLISHER; the discovery of America, and the German and English reformations were milestones in the march of progress. It is perhaps remarkable that so many new and important influences combined with the printing press to banish superstition and allow the light of education to fall upon groping humanity. Tyrannical rulers, Papal Bulls and the shafts of satirists could not quench the flame that had been kindled.

A French poet of this period sneering at the invention of printing, and the discovery of America by Columbus, says:

"I have seen a mighty Throng
Of printed books, and long
To draw to studious ways
The poor men of our days.
By which new-fangled practises
We soon shall see; the fact is,
Our street will swarm with scholars
Without clean shirts or collars,
With Bibles, books and codices
As cheap as tape for bodices."

The power of the press was soon feared by all monarchs and a printing house was looked upon as a possible army of destruction; but it was more than three centuries before the press really began to breathe the air of independence.

The readers of THE EDITOR AND PUBLISHER can now see why I began my story of Journalism by first dealing with the ancients. I beg to submit the following genealogical table: We began with Nes-Khensu, the Royal Egyptian scribe, who first wrote upon stone. He was the father of the next journalistic age, whose sons wrote upon clay tablets and whose descendants wrote upon skins and parchments. Their sons engrossed manuscripts upon paper made of cotton and linen. Following them came the Romans, who wrote about current events for the Acta Diurna and whose sons copied and sold books. The printing press then unlocked the literary treasures of the country, and the editors of those days were the great-great-great-grandfathers of the journalists of the twentieth century.

DEMOSTHENES 383-322 B. C.
The greatest orator of antiquity. Up to the age of thirty he confined himself to speech writing and gained his great reputation as a constitutional lawyer.

Origin of the Modern Newspaper in Germany, England and France.

The quarrel which was being fought with weapons in Holland and Germany was a matter between Protestants and Catholics; each battle fought, each town taken gave joy to one half of Europe and grief to the other half. News, even from the most remote countries, was from that time eagerly looked for by all classes, and the rapid and regular circulation of news became a public necessity. This gave birth to newspapers.

Religious controversy, so lively in the sixteenth century, had found in the art of printing both instrument and food. Big books, too long to write and read, made room for short, handy pamphlets easily circulated. These were in turn superseded by notices, proclamations, (satires printed on single sheets (usually on one side only), which could be obtained cheaply, could be passed swiftly under a cloak, and which could, if necessary, be posted at night.

In order to warm up the zeal of their supporters, the parties had the report of their successes printed and distributed. It was through papers of this description that the French Protestants learned the victories of their German friends; they received them hidden in horse saddles or in the lining of traveling coats. It soon became customary to print on single sheets and sell at low prices reports of all notable events and anything likely to tempt the readers. All that was wanted then was to collect several events on one sheet, give it a title and publish it regularly, and the newspaper would be created.

We will not discuss China, though it is possible that the invention of newspapers may be the property of this strange nation, who, among so many things, invented printing; such seems to be the opinion of Voltaire, who, in his Dictionary of Philosophy, says that China has possessed newspapers from time immemorial.

Several newspapers appeared almost simultaneously, and through the influence of similar causes, at the commencement of the seventeenth century in Germany, England, France and Holland. If one wishes to settle the question of priority, dates seem to be in favor of Germany, Holland and England. Eugene Hatin, a Frenchman, who wrote a history on newspapers, said: "It is in reality France who deserves the credit of having brought out the first real newspaper."

Venice, however, has a claim which must not be overlooked. It entirely rests on the etymology of the word "Gazette," or "Gazetta," which for a long time was used to designate political papers, and which is indisputably a Venetian word.

During the wars against the Turks the Venetian Government, in order to gratify the rightful curiosity of citizens, ordered that reports of war news should be read in the public squares, and people gave a small silver coin, called "gazetta," to hear the reading, or (according to other writers) to buy the pamphlet in which the news was written; hence, the name of Gazettes which was given to the papers containing the news. [The word "Gazettin" was more usually applied to manuscript papers, but some writers say that gazettes took their name from that of a talkative

bird, the magpie (gazza in Italian). Others make it come from a corrupt Hebrew word "Izgard," which means messenger.]

If we are to believe an article published by Mr. Sichel in the French *Athenaeum* of 2d of September, 1854, Germany has a much better claim, and maintains that it is to commerce that the origin of newspapers should be traced. He writes:

"At the time when the Venetian Government published the 'Written News' (Notizie scritte) the big German commercial firms were already beginning to circulate manifold copies of their commercial intercourse in order to be kept informed of political events likely to influence business. Among the written reports representing the first attempts at this kind of journalism were some written at Augsbourg under the auspices of the house of Fugger at the end of the sixteenth century, which assumed a shape and an extent which made them run very close to our modern newspapers. Nearly every day there appeared a number under the title of Ordinary Gazette (Ordinari-Zeittungen), and in conjunction with them some supplements 'Extra Gazettes' (Extraordinari-Zeittungen), containing the most recent news. The price of each number, or supplement, was 4 kreuzers in Augsbourg, while for the whole year, including delivery at home, the price was 25 florins. The Ordinary Gazettes alone cost 14 florins. A collection of these Augsbourg Gazettes covering the period 1568-1604 has been preserved in the Vienna Library, and it forms a valuable reference for the history of that period.

SENECA B. C. 4-65 A. D.
The great Roman writer who was banished into exile; after eight years returned and educated Nero; when Nero became Emperor he tried to poison Seneca and upon the failure to do so Seneca was at last falsely condemned to die and given his choice of death; he preferred opening his veins, which he did and bled to death.

HOMER.
Reproduction of a statue in Rome. One of the most famous of Greek poets B. C. 1200. He wrote the "Iliad" the story of "The Siege of Troy," "The Odyssey" and "The Tale of Ulysses' Wanderings."

"The abundance of news contained in this collection may be accounted for by the extensive connections of the firm of Fugger. They had agents in every part of the world and corresponded daily with all the largest commercial firms. This correspondence from time to time contained advertisements—long lists of things that could be bought in Vienna.

'The Zeittungen were not rewritten in one language but in the language of the country from which they were sent. A good many were in Italian, the commercial medium of those days, while contributions from savants and clergymen were written in Latin.

"England, on the other hand, made an early claim to the origin of this kind of publication, based on three numbers of a supposed Mercury of 1588, which have since been found to be a clever fraud. However, we find in England in the last days of Elizabeth and the first days of James I. a large number of papers and placards entitled 'News,' which contained a relation of the events which had taken place in England and on the Continent. In the latter case, the title nearly always indicates that the news offered to the public has been translated from the original Dutch. This thoughtfulness on the part of the English editors would be sufficient to settle the claim in favor of Holland."

ST. JEROME 340-420 A. D.
Was first to translate the bible into the Latin language. He also wrote many church epistles.

In order to place this controversy before the readers of THE EDITOR AND PUBLISHER and let them pass final judgment as to what country or what man should have the credit of starting the first regular, modern newspaper, I will quote, direct, from the historians who have given the most complete account of journalism in each of their respective countries. They are about the only authorities we have on this subject whose works have been accepted as the true history of the press in the countries named.

Ludwig Salomon, who wrote the most complete history of German Journalism, published in two volumes in 1906, says:

"Everything in the way of newspapers of the seventeenth century which has been preserved for us consists of miserable fragments out of which only a few complete annual volumes are forthcoming. These scant remains are scattered especially in the libraries of Munich, Stuttgart, Frankfurt-on-the-Main, Marbury, Heidelberg, Leipzig, Berlin, Vienna and Stockholm. Comparatively many German news sheets have been preserved at the Imperial Library at Stockholm. Owing to the lively interest which Sweden naturally took in the great wars of Germany, all the newspapers containing important reports were sent to Stockholm where, during the devastating wars in Germany, they remain undamaged and were preserved for later years.

"The external form of these first newspapers remind one in many ways of the book. The size never exceeded that of quarto. The title generally occupied the whole of the first page and was very long and cumbersome. In most cases there was a broad ornamental border and sometimes an emblem as, for example, a globe with a flying mercury, or a small poetical address to readers."

The First Real Modern Newspapers.

"The oldest existing printed newspapers," according to Salomon, are the following: "The Strasburger Zeitung, and its publisher Johann Carolus; The Frankfurter Blaetter (The Frankfurt Papers), Egenolph Emmel, Johann von den Birghden, Schoenwetter; Die Oberpostamts Zeitung (the chief Postal authorities' paper), the founder of the Frankfurt Journal-Serlin. The oldest still existing printed newspaper is one Strasburger Zeitung of 1609," according to Dr. Julius Otto Opel, who discovered it in 1876 in the University Library of Heidelberg. Literally its title was:

Relation.

ALLER FÜRNEMMEN UND GEDENKWÜRDIGEN
Historien so sich hin und wider in Hoch und Nieder Deutschland, auch in Frankreich, Italien, Schott und Engelland, Hisspanien, Hungern, Polen, Siebenbürgen, Wallachey, Moldaw, Türkey, etc., Inn diesen 1609 Jahr verlaufen und zutragen möchte Alles auf das treulichste wie ich solche bekommen und zu wegen bringen mag in Druck verfertigen will.

Translation of foregoing title:

"Relation."

"Of all important and noteworthy events which may occur or

come to pass during this year of 1609 in High or Low Germany, also in France, Italy, Scotland and England, Spain, Hungary, Poland and Siebenburgen, Wallachy, the Moldovian Countries, Turkey, etc. Everything I shall put into print as precisely as I receive or as I may obtain it."

This heading is surrounded by a pretty marginal embellishment in wood engraving.

The whole publication for the year fills a Quarto Volume of 115 leaves, and originally contained 52 numbers, but No. 34 has been torn out after the binding of the Annual set. From the wording of the heading of this, it is clear that the same had already been annexed to the first number, and has not been added to the last number, as it is done at the present time. After the general heading follows an introduction, in which the publisher signs himself "JOHANN CAROLUS" and asks the reader to excuse any mistakes and to correct them.

He justifies this request on account of the haste, in which the composition has taken place, and "because it has to be finished off hurriedly during the time of the night." More important than this admission is the beginning of the introduction, which tells us that Johann Carolus has been favored by the Grace of God to continue the issuing of the "Ordinarii Avisa since several years." The publisher explains by these words that he has edited newspapers for many years and that this set is only a continuation of an older undertaking.

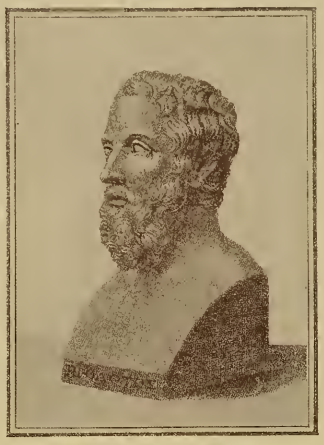
On the back of the introduction the correspondences commence. The first is from Cologne, dated January 8; then follow others from Antwerp, December 26; Rome, December 20; from Vienna, also December 26, and Prag, December 20. With the correspondence from Prag ends the first number on page 7. Page 8 contains no printed matter. The remaining numbers of the year's publication, which generally consist of four pages, contain also correspondence from Frankfurt-on-the-Main, Erfurt, Linz, Pressburg, Cracova, Amsterdam, Brussels, Lyons, etc. Most frequent are the correspondences from Prag (92), Vienna (77), Venice (52), Rome (51) and Cologne (51). Of special interest is a communication from Venice, Sept. 4, number 37, in which the invention of the Telescope by Galileo is advised. It says there:

"The Government (of Venice) has paid a tribute of honor to Signor Galileo of Florence, Professor of Mathematics at Padua, and has also increased his salary by 100 Crowns annually, because he has, by his industrious study invented an instrument and "eye measure" which enables one, on the one hand to see places at a distance of thirty miles, as if they were quite near, and, on the other hand, objects near to one's eye appear ever so much bigger than they are in reality. This clever invention he presented as a gift to the public for general use."

The editor of this Zeitung, Johann Carolus, was also the owner of a large printing establishment in Strassburg; but nevertheless, every effort to find out more interesting details of this man proved hitherto unavailing, allthough the continuance of his Zeitung can be traced up to the year 1649. Opel is even of the opinion that the same appeared during the whole of the 17th century.

Even more than in Strassburg our attention is called to the increasing journalistic activity in Frankfurt-on-the-Main. Frankfurt was always a much more important city of commerce than Strassburg. Aeneas Silvius, who became, later, Pope Pius II, called it even in the 15th century, "the heart of the communication between High and Low Germany" and Hans Sachs "the Mother of Mercantile Industry."

Already towards the end of the 16th century a widely ramified and regular messenger service from Frankfurt-on-the-Main was instituted; and, as later on, the city was connected with the Taxis postal service between Vienna and Brussels (this postal service originally did not touch the town of Frankfurt, but passed it by, in a South-westerly direction), all new reports from all directions were able to ripidly reach Frankfurt, which was a necessary condition for the publication of a newspaper.



THE FATHER OF HISTORY.
Herodotus, the first historian was born between B. C. 470-480 at Halicarnassus, a Greek Colony in Asia Minor.

The first attempt at such an undertaking was made by the book-dealer and printer, Egenolph Emmel, in the year 1615. Unfortunately no numbers of these Emmelchen newspapers can be identified with certainty. Opel, however, considers that the numbers 39 and 42, 43 and 48 of a newspaper of the year 1615, which are to be found in the Municipal Archives of Dresden, may be looked upon as productions of Emmel. These numbers have no title, but are only furnished with Arabian numerals. Numbers of this newspaper of the years 1616 and 1617 are to be found in the Marienstift Library at Stettin. The news in these numbers is mostly concerning foreign countries.

First Newspaper Competition.

Evidently the newspaper was a success, since already in the year 1617 there arose a dangerous competition, which resulted in a lengthy and obstinate dispute. The competitor was the postmaster of the Prince of Taxis, Johann von den Birghden. This man played a great part in the development of the press in Frankfurt in the 17th century. He was born in Aix-La-Chapelle in the year 1582, was at first a soldier, then postal manager, judge, customs officer, until, in the year 1609, he was sent to Frankfurt by the general postmaster, Leonhord von Taxis, in order to organize a new postal service. He gave ample proof of his fitness, but nevertheless, he retired from this office in the year 1613. By the special wish of the Prince Elector of Mayence, he took part in the establishment of a postal communication between Frankfurt and Cologne, and was afterward appointed by the Prince Lomoral von Taxis as postmaster of Frankfurt.

BOOK OR ROLL MADE OF PAPYRUS BOUND WITH STRIPES OF PAPYRUS AND SEALED WITH TWO CLAY SEALS.

In consequence, many new reports naturally arrived daily in the Post House of Taxis, and the practical postmaster, von den Birghden, sought to turn them to good account in the manner of Emmel's enterprise; he also issued in the beginning of the year 1617 a newspaper. At the same time, he tried to supplant the Emmel's newspapers abroad by carelessly despatching the same. Thereupon Emmel lodged a complaint at the Sheriff's Court, in which he emphasized the fact that he had been first in issuing the newspaper, and prayed that the Court would assist him that he should not be deprived of that which he had printed and had procured from other printers, during the last two years.

This complaint was recognized by the Court, who prohibited the postmaster from printing his newspapers in Frankfurt, to the disadvantage of the plaintiff. Von den Birghden, however, declared that he would not abide by the prohibition, but, on the

contary, he would continue to print his news in Frankfurt, to suit his own convenience. Emmel complained again. But as the Court perhaps considered that the postmaster was an influential person who had behind him very highly placed personages, they arrived at the following decision. Lectum in Senato 30 January Anos 1617, and decreed that permission should be given to Birghden as well as to Egenholf Emmel, to print their papers on their own risk, and at the same time to express to Birghden displeasure on account of his wrongdoing. It appears that Birghden was not quite satisfied with the decision; he, therefore, further appealed to the Emperor Ferdinand II, and to the Protector of the State Post, the Prince Elector of Mayence, and the latter wrote to the magistrate: "As the News and Zeitungen always arrive at the Post (an assertion, which was subsequently disputed by the postmasters), therefore it would be more justifiable to grant the postmasters the permission to print papers in preference to others, who often invent news for their own self interest."

Both papers then appeared side by side and indeed it appears that Emmel's paper sided more with the citizens and Protestants, whereas Birghden's gave its services more to the imperial and Catholic party.

Of these, except Birghden's "Zeitung," no existing copies have been identified. Opel presumes that several numbers of "Zeitungen" of the years 1621-1623, which bear the title "Unvergreifliche Zeitungen and Wochentliche Zeitungen," and which may be found in the archives of Marburg, and in the State archives of Dresden, are productions of Birghden; but there is no support for this supposition.

In the meanwhile another paper was founded in Frankfurt by the book dealer, Schönwetter. This enterprise, however, met at first with many difficulties, as the Emperor Ferdinand II. withdrew the patent, which he had granted, for the ostensible reason, that he was not pleased with the tone of the paper. Schoenwetter, nevertheless, continued its publication, trusting to the turbulent condition of the times, which rendered it difficult to keep proper control over such matters. He also reaped considerable advantage from the embarrassments which befell Birghden after 1623. Birghden was accused of entering into relations with the enemies of the Emperor, and was for some time kept under arrest. He succeeded, however, not only in defending himself, but also in again obtaining the favor of the Emperor to such a degree that the latter, in 1625, conferred upon him a title of nobility.

Good fortune, however, did not smile upon him for long. On the 3rd of March, 1627, the Emperor decreed the immediate removal of Birghden from the postal service, because "in the weekly papers, which circulate greatly in France, he meddles with improper matters, to the prejudice of the Emperor and the Common Welfare."

Other accusations of a similar nature were brought Birghden, whose attempt to disprove them was of no avail, and he was ultimately compelled to resign, and therewith, evidently, terminated the existence of his paper.

Soon after this the Emperor took still more determined measures. With a single edict of May 9, 1628, he did away with all the newspapers of Frankfurt, giving to the Count of Taxis the sole right to print newspapers. He continually held that the privilege of issuing newspapers was at all times an annex of the Frankfurt Post Office, and under the authority of the postmaster the dailies continued.

At this critical moment, Schönwetter, the bookseller succeeded in obtaining from the Count of Taxis permission to print a newspaper, or rather to continue the paper which he had hitherto published. It is not known what obligations Schoenwetter assumed, but there can be no doubt that he had in the first instance, to represent the news and interests of the Count of Taxis, the Emperor, and the Catholic party.

JULIUS CAESAR AND CLEOPATRA.

The paper appeared under the title "Ordentliche woechentliche Post-Zeitung" (Ordinary Weekly Post-Journal) and gave news from Rome, Venice, Vienna, Prague, Breslau and Hamburg, etc. One copy, No. 49, of the year 1629, is still in existence in the State Archives of Frankfurt, and several others of the same year, in the State Archives of Dresden.

The success of Schönwetter was, however, of short duration, because when the Swedes approached Frankfurt in the year 1631, Mr Brintz, the postmaster appointed by Taxis, took to flight and King Gustav Adolph again entrusted Birghden with the general direction of the post at Frankfurt. Naturally Birghden made use of this opportunity to again publish "Zeitung." Documentary evidence in confirmation of this fact does not exist but we may certainly take it for granted that the many "news sheets" evidently emanating from Frankfurt, during the years 1632-1635, under title of "Ordentliche wöchentliche Zeitung" (ordinary weekly paper) which are to be found partly in the Zuricher Burgher Library, and partly in the State Archives of Dresden, as well as the oft quoted No 58 of the year 1632, in the Camerishen Collection at Munich, are productions of Birghden. They naturally side with the Swedes, without showing themselves too antagonistic to the Emperor.

After the conclusion of the Peace of Prague the House of Taxis again undertook the management of the Post and Birghden was again forced to retire, although he was distinctly included in the amnesty of the Emperor. The newspaper again

adopted the title Post Zeitung and the first page was ornamented with the picture of a trumpeting postillion. Later the paper received the title "Ordentliche Wöchentliche Kaiserliche Reichs Post Zeitung" (ordinary weekly Imperial State Post-Zeitung).

The slack discipline prevailing during the occupation of the Swiss allowed of the issue of a second paper, in addition to the Birghden'shen Zeitungen. The publisher and printer can no longer be ascertained, possibly it was Wolfgang Hofman, who at that time published several prints in the interests of the Swiss. The title of the year 1632 (a file of which is preserved in the Burgher Library of Zurich) is "Zeitung Post," followed by a lengthy introduction. In later years, several changes were made in the title, yet the word "unpartheiisch" (impartial) is generally employed, so that Opel named them the "Unparteiische Frankfurter Zeitung" (The Impartial Frankfurt Journal). Nevertheless, it sided strongly with the Protestant party, and from their camps received very valuable reports. Its existence can only be traced until the year 1656. It ceased to appear in the year 1660.

Apparently a second newspaper was a necessity for Frankfurt, for only a few years after the disappearance of the "Impartial" another similar paper was brought into life, this time by a book seller, Wilhelm Serlin, a native of Nuremberg, who published his paper on Tuesdays and Saturdays. This naturally met with the violent opposition of the postmaster of Taxis. Originally this new Zeitung was called the "Hollands Progressin," because it contained principally reports from the Netherlands, but later it took the title "Journal."

Owing to the great interest which the war in Holland excited, and further because of the paper's out-spoken Protestant tendency, and the moderate price of two gulden for a year's subscription, at which it was sold, the new paper rapidly obtained a large circulation, which induced the editor to issue occasionally a third paper in the course of a week, making it a tri-weekly publication.

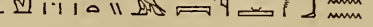
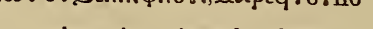
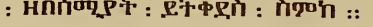
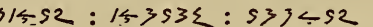
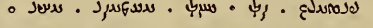
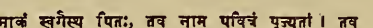
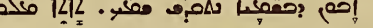
After the death of Serlin in 1674, his widow continued the publication, until Postmaster Johann Wetzel of Lauterberg finally succeeded, in 1678, in obtaining an Imperial rescript forbidding the continuation of the Journal, because the privilege of issuing newspapers belonged to the *Post*.

Epistolary Newspapers.

At the same time as the messengers were being supplanted the hand-written newspapers also began to decline; yet in this case the motive not envious competition, but the apprehension lest in these closed letters much falsehood, libel and especially much that was heretical might be circulated. It was mainly with regard to the latter that many civil and ecclesiastical authorities felt uneasy. With spying eyes they watched over everything that was printed; every single line was subjected to severest censorship, such that the written newspapers were powerless to withstand. Among those who acted as censor to the Austrian Government was also Dr. Johann Maximilian Sallo, whose duty it was to control and proceed without mercy against offenders in cases, even inflicting corporal punishment. However, one soon became convinced that such a control in spite of all severity was impossible. Thus it was decided offhand to prohibit every written paper. Throughout the whole of Austria they decreed this on the 10th of May, 1672, and at the same time the command was given that printed newspapers only were to be made use of. Thus the epistolary newspapers disappeared and a new political life unfolded.

Going back to the subject of Widow Serlin and the claim of Postmaster Wetzel, the Town Council took the part of the oppressed widow, and proved that the claim of the post official was unfounded and demanded the withdrawal of the Imperial rescript. These proceedings resulted in the rejection of the unwarranted claim of the Frankfurt Post Office, and the Journal, under the able editorship of Herr

SPECIMENS OF ALPHABETS.

Hieroglyphics.	
Coptic.	ⲡⲉⲛⲓⲱⲧ ⲉⲧϧⲉⲛⲛⲓⲫⲛⲟⲩⲓ, ⲙⲁⲣⲉϥⲧⲟⲩϧⲟ
Ethiopic.	አቡነ : ዘበሰማያት : ይትቀደስ : ስምከ ::
Cuneiform.	
Meroitic.	: 
Zend.	.
Sanskrit.	भो अस्माकं स्वर्गस्थ पितः, तव नाम पवित्रं पूज्यतां । तव
Phœnician.	
Samaritan.	
Hebrew.	בָּרְכִי נַפְשִׁי אֶת־יְהוָה וְאַל־תִּשְׁכְּחִי כָּל־גְּמוּלָיו: הַסֹּלֵחַ
Syriac.	
Estrangelo.	
Syro-Chaldaic.	
Greek.	*Πάτερ ἡμῶν ὁ ἐν τοῖς οὐρανοῖς, ἁγιασθήτω*
Inscr. Greek.	ΠΑΤΕΡ ΗΜΩΝ Ο ΕΝ ΤΟΙϹ ΟΥΡΑ
Arabic.	ابانا الذى فى السموات . ليتقدس اسمك . ليات ملكوتك .
Panjabi.	ਹੇ ਅਸਾਡੇ ਪਿਤਾ ਜੋ ਸੁਰਗ ਵਿੱਚ ਹੈਂ, ਤੇਰਾ ਨਾਉਂ
Gujarati.	ઓ આકાશમાંના અમારા બાપ, તારૂં નામ પવિત્ર મનાઓ.
Bengali.	হে আমাদের স্বর্গস্থ পিতঃ, তোমার নাম পবিত্র বলিয়া
Oriya.	ହେ ଆମ୍ଭମାନଙ୍କର ସ୍ୱର୍ଗସ୍ଥ ପିତା, ତୁମ୍ଭର ନାମର ପୂଜା ହେଉ ।
Telugu.	ఆకాశమందున్న మా తండ్రీ ! నీ నామము పరిశుద్ధపర
Kanarese.	ಪರಲೋಕದಲ್ಲಿ ರುವ ನಮ್ಮ ತಂದೆಯೇ, ನಿನ್ನ ನಾಮವು ಪರಿಶುದ್ಧವಾಗಲಿ
Malayalim.	ഞങ്ങളുടെ സ്വർഗ്ഗസ്ഥനായ പിതാവേ, നിന
Tamil.	பரமண்டலங்களிலிருக்கிற எங்கள் பிதாவே, உம்மு
Sinhalese.	සවර්ගයෙහි වැඩසිටින අපගේ පියානන්වහන්ස.
Burmese.	
Slamese.	โอ้ พระบิดา แห่ง ข้าพเจ้าทั้งหลาย ผู้ อยู่ ในสวรรค์,
Chinese.	於行奉旨爾王臨王宰爾聖成名爾欽者天在父等君
Japanese.	さ樂尊な名爾はくは願よ父の儕我すまし在に天
Chippewyan.	
Armenian.	Հայր մեր որ յերկինս, սուրբ եղիցի անուն քո:
Russian.	Отче нашъ, сущій на небесахъ! да
German.	Unser Vater in dem Himmel! Dein Name
Irish.	Ár n-Athair atá ar neamh, go naomhthar t'ainm.

Dornheck, the son-in-law of the Widow Serlin, developed into one of the most flourishing newspapers, which had a large circle of readers in Germany and abroad. By the energetic and undaunted exertion of Widow Serlin, the Journal reached a circulation of 1,500 copies, a thing unheard of at that time. In the meantime the circulation of the Post Zeitung dwindled from 1,000 to 500.

The amount of income which Mrs. Serlin derived from the Journal was so considerable that it caused one of her competitors to remark:

"No Judge of the Imperial Courts, no Chancellor of any German Prince and no Syndicus (Secretary) of any of the Free Cities of the Empire enjoys an appointment as lucrative as the privilege patents of Widow Serlin for issuing the Journal, which secures her an income of 20,000 thalers.

"This valuable patent, which was transferred to her heirs in the year 1686, remained in the possession of the Serlin family until 1802, and during that period the Journal, or, *as it was also called*, 'the Serlin'she Zeitung,' was published by the successors of the Serlin family."—From *Ludwig Salomon.*

Now, let us examine the claims of England as the birthplace of the first newspapers. F. N. Hunt, in his story of "English Journalism," published in 1850, has this to say:

"When the reign of James the First was drawing to a close; when Ben Jonson was poet laureate, and the personal friends of Shakespeare were lamenting his then recent death; when Cromwell was trading as a brewer at Huntingdon; when Milton was a youth of sixteen, just trying his pen at Latin verse, and Hampden a quiet country gentleman in Buckinghamshire, London was first solicited to patronize its first newspaper.

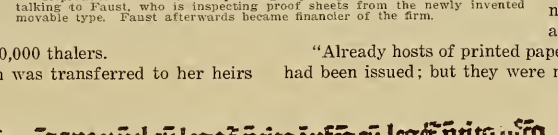
"There is now no reason to doubt that the puny ancestor of the myriads of broad sheets of our time was published in the metropolis in 1622, and that the most prominent of the ingenious speculators who offered the novelty to the world was one Nathaniel Butter. His companions in the work appear to have been Nicholas Bourne, Thomas Archer, Nathaniel Newberry, William Sheffard, Bartholomew Downes and Edward Allde. All these different names appear in the imprints of the early numbers of the first newspaper—The Weekly Newes.

"What appears to be the earliest sheet bears date the 2d of August (1622), and has the names of Bourne and Archer on the title page; but as we proceed in the examination of the subject we find that Butter became the most conspicuous of the set. He seems to have been the editor and writer, whilst the others were probably the publishers; and, with varying titles, and apparently with but indifferent success, his name is found in connection with newspapers as late as the year 1640. * * *

GUTENBERG'S FIRST PRINTING OFFICE, 1443.
Reproduction of a famous painting depicting Gutenberg (in the center) talking to Faust, who is inspecting proof sheets from the newly invented movable type. Faust afterwards became financier of the firm.

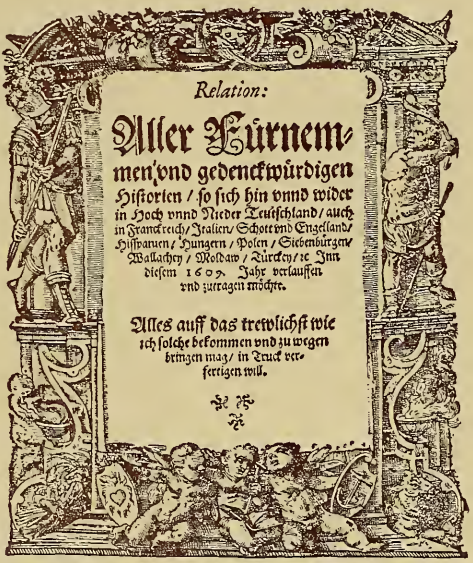
"No claim for very great originality or genius can be put in for Butter. His merit consists in the simple fact that he was the first to print what had long been written—to put into type what he and others had been accustomed to supply in MS.; the first to give to the news-letters of his time the one characteristic feature which has distinguished newspapers ever since. He offered the public a printed sheet of news to be published at stated and regular intervals.

"Already hosts of printed papers, headed by the word 'News,' had been issued; but they were mere pamphlets—catch-pennys, printed now and then, without any connection with each other, and each giving some portion of intelligence thought by its author to be of sufficient interest to secure a sale.



DONATUS. (MAINZ: c. 1443.) GUTENBERG'S FIRST TYPE.

"The Weekly News was distinguished from them all by the fact that it was published at fixed intervals, usually a week apart, and that each paper was numbered in regular succession, as are the newspapers of to-day. Holding to this description of what a newspaper is, and on the authority of the earliest printed papers in the public libraries, to Nathaniel Butter belongs the renown of being foremost as a newspaper projector. * * *



Relation:

Aller Fürnemmen/vnd gedenckwürdigen Historien / so sich hin vnnd wider in Hoch vnnd Nieder Teutschland / auch in Frankreich / Italien / Schott vnd Engelland / Hispanien / Hungern / Polen / Siebenbürgen / Wallachey / Moldaw / Türcken / etc. Innn diesem 1609. Jahr verlauffen vnd zutragen möchte.

Alles auff das treulichst wie ich solche bekommen vnd zu wegen bringen mag / in Truck verfertigen will.

THE STRASBURGER ZEITUNG,
The oldest existing printed newspaper in a modern sense, published by Johann Carolus in Strasburg, Germany, in 1609. Copies of this paper were discovered by Dr. Julius Otto Opee in the Library of Heidelberg University in 1876.

"Like many projectors, both before and since, it would seem that Butter gained more notoriety than profit by his invention. The wits laughed at the news-writer, and the public barely supported his paper. In proof of which we have Ben Jonson's Comedy, 'The Staple of News,' and a file in the British Museum showing how indifferently the first newspaper throve.

"Yet however much the journalist may have winced under the jests of the poet laureate, it is fortunate the jokes were made, since they live in the pages of 'Rare Ben,' and afford us a picture not only of the news-writer's office, but of the temper in which his productions were popularly regarded. The poet's sketch is evidently faithful in its main features, and valuable as our chief record of a class and calling long since superseded by the progress of education and of the press." * * * Ben Jonson wrote a play, entitled "The Staple of News," in 1625, the play representing

Butter and his newspaper staff. The first number of "The Weekly News" appeared, as has been stated, August, 1622, and it contained the following announcement:

"If any gentleman or other accustomed to buy the weekly relations of newes be desirous to continue the same, let them know that the writer, or transcriber, rather, of this newes, hath published two former newes, the one dated the 2d and the other the 13th of August, all of which do carry a like title with the arms of the King of Bohemia on the other side of the title page, and have dependence one upon another; which manner of writing and printing he doth purpose to continue weekly by God's assistance, from the best and most certain intelligence: farewell, this twenty-third day of August, 1622."

Butter continued the publication of The Weekly Newes in an intermittent manner for about sixteen years. The paper came out with fair regularity when exciting events were taking place on the Continent in connection with the Thirty Years' War; but when a truce took place, or winter put an end to military movements, the publication ceased, to be resumed, however, whenever events marched rapidly.

Between the years 1600-50, hundreds of news sheets were issued from the London press, but no systematic publication of news took place prior to the appearance of Butter's famous paper.

We find that by 1625 Butter's paper had assumed the name "The Continuation of Our Weekly News," a facsimile of which is reproduced elsewhere in this edition.

The Weekly News dos not appear to have been published after 1638.

The First French Newspaper.

While newspapers were feeling their way in Germany and England, a paper appeared in Paris, which, in view of the regularity of its publication, its European circulation, the abundance and quality of the material it contained, the superiority of its editorship and the number of its correspondents, answered as completely as possible, for those days, the idea we have of a newspaper.

The annals of French journalism begin with the Gazette, established by Théophraste Renaudot in 1631, under the patronage of Richelieu, and with his active co-operation. Much of its earliest foreign news came direct from the minister, and not seldom in his own hand. Louis XIII took a keen, perhaps a somewhat childish, interest in the progress of the infant Gazette, and was a frequent contributor, now and then taking his little paragraphs to the printing office himself, and seeing them put into type. Renaudot was a man eminently remarkable for his time, and he has not been given all the credit he deserved. His life so full and restless, his innocent invention, his troubles with the faculty of medicine, his struggle with the Frondeurs, are full of real interest. Richelieu, who soon understood the importance of an organ which he could turn to the advantage of his politics, had granted Renaudot a very wide privilege which gave him the monopoly of all gazettes and other publications bearing a political character. This privilege nearly perished in 1649, and Renaudot only saved it through sheer cleverness. The papers were merely recorders. During the first period of their existence the literary papers were hardly any more than bibliographical records, limited to the announcement and analysis of new publications.

It was not until the middle of the eighteenth century that Desfontaines and Fréron began criticising, we might almost say, journalism. While political papers were so well muzzled literary papers enjoyed the fullest freedom.

Renaudot was born at Loudun in 1584, studied medicine in Paris and at Montpellier, established himself in the capital in 1612, and soon became conspicuous both within and beyond the limits of his profession. Endowed by nature with great energy and versa-

PROGRESSION OF THE FRANKFURTER JOURNAL UP TO 1804, SHOWING THE PAPER AS IT APPEARED AT DIFFERENT STAGES.

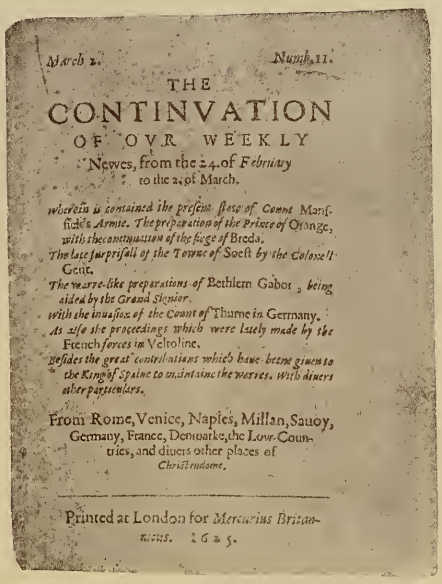
THE HOME OF THE OLD FRANKFURTER JOURNAL.
It was in this building in 1615 that the paper was first issued.

tility, he seems at an early period of his career to have attracted the attention of the great Cardinal, and to have obtained permission to establish a sort of general agency office, under the designation of "Bureau d'Adresses et de Rencontre."

An enterprise like this would, perhaps, naturally suggest to such a mind as Renaudot's the advantage of following it up by the foundation of a newspaper. According to some French writers, however, the project was formed by Pierre d'Hozier, the genealogist, who carried on an extensive correspondence both at home and abroad, and was thus in a position to give valuable help; according to others, by Richelieu himself.

Be this as it may, Renaudot put his hand zealously to the work, and brought out his first weekly number in May, 1631. So much, at least, may be inferred from the date (4th July, 1631) of the sixth number, which was the first dated publication, the five preceding numbers being marked by "signatures" only—A to E. Each number consists of a single sheet (eight pages) in small quarto, and is divided into two parts—the first simply entiled Gazette, the second Nouvelles Ordinaires de Divers Endroits.

For this division the author assigns two reasons —(1) that two persons may thus read his journal at the same time, and (2) that it facilitates a division of the subject matter — the Nouvelles containing usually intelligence from the northern and western countries, the Gazette from the southern and eastern. He commonly begins with foreign and ends with home news, a method which was long and generally followed, and which still obtains. Once a month he published a supplement, under the title of Relation des Oouvelles du Monde, recues dans toute le mois. In October, 1631, Renaudot, obtained letters-patent, conferring exclusive privileges of printing and selling, where and how they might please, "the gazettes, news, and narratives of all that has passed or may pass within and without the kingdom." His assailants were numerous, but he steadily pursued his course, and at his death in October, 1653, left the Gazette to his sons. In 1752 the title Gazette de France was used. Under this designation it appeared until August 24, 1848. During the five days which followed that date it was suspended; on the 13th it was resumed as Le Peuple Français, Journal de l'Appel à la Nation, and again modified on the 14th September to L'Etoile de la France, Journal des Droits de Tous. On the 25th October it became Gazette de France, Journal de l'Appel à la Nation; and under this title it still continues to appear. A complete set extends to upwards of 300 volumes, of which 189 are in quarto and the rest in folio. It scarcely need be added that such a set forms a collection of great value, not only for the history of France, but for that of Europe generally.


March 2. Numb. 11.

THE
CONTINVATION
OF OVR WEEKLY
Newes, from the 24. of February
to the 2. of March.

wherein is contained the present state of Conte Mansfield's Armie. The preparation of the Prince of Orange, with the continuation of the siege of Breda.
The late surprisall of the Towne of Soeft by the Colonell Gent.
The warre-like preparations of Bethlem Gabor, being aided by the Grand Signior.
with the inuasion of the Count of Thurne in Germany.
As also the proceedings which were lately made by the French forces in Veltoline.
besides the great contributions which have beene giuen to the King of Spaine to maintaine the warres. with diuers other particulars.

From Rome, Venice, Naples, Millan, Sauoy, Germany, France, Denmarke, the Low-Countries, and diuers other places of Christendome.

Printed at London for Mercurius Britannicus. 1625.

AN EARLY ENGLISH NEWSPAPER, DATED 1625.
The first issue appeared in 1622.

Beginning of Periodical Journalism in France, Germany and England.

We owe the literary journal to France, where it soon attained to a degree of importance unapproached in any other country. The first idea may be traced to the Bureau d'Adresse of Théophraste Renaudot, giving the proceedings of his conferences upon literary and scientific matters (1633-42).

About the year 1663 Mézeray obtained a privilege for a regular literary periodical, which came to nothing, and it was left to Denis de Sallo, counsellor of the parliament of Paris and a man of rare merit and learning, to actually carry the project into effect. The first number of the Journal des Savants appeared on January 5, 1665, under the assumed name of the Sieur d'Hédouville. The prospectus promised to give an account of the chief books published throughout Europe, obituary notices, a review of the progress of science, besides legal and ecclesiastical information and other matters of interest to cultivated persons. The criticisms, however, wounded alike authors and the clergy, and the journal was suppressed after a career extending over only three months.

Colbert, seeing the public utility of such a periodical, ordered the Abbé Gallois, a contributor of De Sallo's, to re-establish it, an event which took place on 4th January, 1666. It lingered nine years under the new editor, who was replaced in 1675 by the Abbé de la Roque, and the latter in his turn was succeeded by the president Cousin in 1686.

From 1701 commenced a new era for the Journal, which was then acquired by the Chancellor de Pontchartrain for the state and placed under the direction of a commission of learned men. Just before the Revolution it developed fresh activity, but the troubles of 1792 caused it to be discontinued until 1796, when it again failed to appear after twelve numbers had been issued. In 1816 it was definitely re-established and replaced under Government patronage, remaining subject to the chancellor or garde-des-sceauz until 1857, when it was transferred to the control of the minister of public instruction. The present organization much resembles that of an academy. The members of the commission are elected, approved of by the minister, and divided into assistants and authors, the latter furnishing at least three articles per annum at a fixed and modest rate of payment. All communications are discussed at fortnightly conferences.

FIRST ENGLISH NEWSPAPER STAND.
Located in the middle of the court in front of the old Royal Exchange, London, where Nathaniel Butler sold his papers.

Louis Auguste de Bourbon, sovereign prince of Dombes, having transferred his parliament to Trévoux, set up a printing press, and was persuaded by two Jesuits, Michel le Tellier and Philippe Lalleman, to establish the Mémoires pour servir à l'Histoire des Sciences et des Arts (1701-67), more familiarly known as the Journal de Trévoux, long the best informed and best written journal in France. One feature of its career was its constant appeal for the literary assistance of outsiders. It was continued in a more popular style as Journal des Sciences et des Beaux-Arts (1768-75) by the Abbé Aubert and by the brothers Castilhon (1776-78), and as Journal de Littérature, des Sciences, et des Arts (1779-82) by the Abbé Grosier.

The first legal periodical was the Journal du Palais (1672) of Blondeau and Guéret, and the first devoted to medicine the Nouvelles Découvertes dans toutes les Parties de la Médecine (1679) of Nicolas de Blégny, frequently spoken of as a charlatan, a term which sometimes means simply a man of many ideas.

Religious periodicals date from 1680 and the Journal Ecclésiastique of the Abbé de la Roque. The prototype of the historico-literary periodical may be discovered in La Clef du Cabinet des Princes de l'Europe (1704-6), familiarly known as Journal de Verdun, and carried on under various titles down to 1794.

Germany.

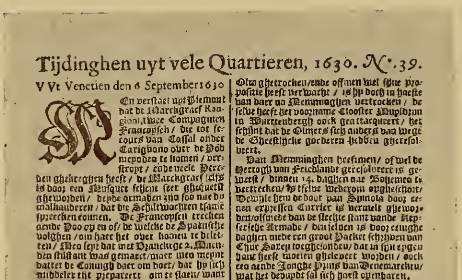
The earliest trace of the literary journal in Germany is to be found in the Erbauliche Monatsunterredungen (1663) of the poet Johann Rist, and in the Miscellanea curiosa medico-physica (1670-1704) of the Academia naturae curiosorum Leopoldina-Carolina, the first scientific annual, uniting the features of the Journal des Savants and of the Philosophical Transactions.

D. G. Morhof, the author of the well-known "Polyhistor," conceived the idea of a monthly serial to be devoted to the history of modern books and learning, which came to nothing.

VERHOEFEN LOOKING AT PROOFS OF ANTWERP NEWS 1605.

While professor of morals at Leipsic, Otto Mencke planned the Acta Eruditorum, with a view to make known, by means of analyses, extracts and reviews, the new works produced throughout Europe. In 1680 he traveled in England and Holland in order to obtain literary assistance and the first number appeared in 1682, under the title of Acta Eruditorum Lipsiensium, and, like its successors, was written in Latin. Among the contributors to subsequent numbers were Leibnitz, Seckendorf and Cellarius. A volume came out each year, with supplements. After editing about 30 volumes Mencke died, leaving the publication to his son, and the Acta remained in the possession of the family down to 1745, when they extended to 117 volumes, which form an extremely valuable history of the learning of the period. A selection of the dissertations and articles was published at Venice in 7 vols. 4to, 1740.

The Acta soon had imitators. The Ephemerdes Litterariae (1686) came out at Hamburg, in Latin and French. The Nova Litteraria maris Bathici et Septentrionis (1698-1708) was more especially devoted to north Germany and the universities of Kiel, Rostock and Dorpat. Supplementary to the preceding was the Nova Litteraria Germaniae collecta Hamburgi (1703-9), which from 1707 widened its field of view to the whole of Europe. At Leipsic was produced the Teutsche Acta Eruditorum (1712), an excellent periodical, edited by J. G. Rabener and C. G. Jöcher, and continued from 1740 to 1758 as Zuverlässige Nachrichten.



Tijdinghen uyt vele Quartieren, 1630. N°. 39.

VVt Venetien den 6 September 1630

Men verstaet uyt Piemont dat de Marckgraef Rangioni, twee Compagnien Francoysch / die tot secours van Cassal onder Carigbono over de Pob mepoden te komen / verstropt / ende veele Peerden ghekreghen heeft / de Marckgraef selfs is door een Musquet scheut seer ghequetst ghewordden / beyde armaden zyn soo nae by malkanderen / dat die Schiltwachten t'samen spreecken connen. De Francoysen trecken aende Poo op en of / de welcke de Spaensche volghen / om haer het over komen te beletten / Men seyt dat met Vranckrijcke 2. Maenden stilstant was gemaeckt / maer men meynt datter de Coningh daer om doet / dat hy sich middeler tijt prepareert om te slaen / want syne leste Regimenten uyt Champangien in Piemont Marcheren / heeft wederom eenen extraordinaris Ambassadeur nae Regensbergh ghesonden / soo die selve niet goets uyt recht / mochtet wel eerst recht aengaen / also de Pest wederom onder haer begint op te houden / hebben gheen mangel aen Proviant / dewyle sy tot Saluffo 16000. Sacken Koorn bekomen hebben.

[illegible]

VVt Regensburgh den 18. dito.

[illegible]

VVt Overlant den 17. dito.

De Commissaris Ossa is huyden noer [illegible]

[illegible]

VVt Stattijn den 12. dito.

[illegible]

VVt Leipsigh den 12. dito.

[illegible]

FRONT PAGE OF AN EARLY HOLLAND NEWSPAPER.

It first appeared in 1619 in Antwerp, which at that time was in Holland. Anyone who can read Holland-Dutch can easily translate "Correspondence" from the leading commercial cities and capitals of Europe. The original of the above, in circulation in Holland 283 years ago, well preserved, is owned by Mr. Charles Capehart.

The Tijdinghen of Holland.

Holland has always been among the first of European countries to lay claim to early printing, and especially the printing of books and newspapers. Though Holland has never had any great newspapers to boast of as being ahead of other European newspapers, she was undoubtedly in the front ranks of the early newspaper procession. One can glance at an exact reproduction of the Tijdinghen uyt vele Quartieren, which means in English news from many quarters, and see that it was an early product of newspaper journalism on account of its nake-up and the date it bears. This paper was first established in 1619, just ten years after the Strasburger Zeitung, and only four years after the Frankfurter Journal. The paper lasted for many years and lived to see many conflicts and record some exciting facts regarding the progress of the world in the seventeenth century. At that time all European countries were disturbed by wars and rumors of wars, king against king and nation against nation, not only with a desire for conquest but with deep-seated hatred toward each other, and most especially on religious subjects.

During these conflicts in all disturbed Europe, poor old Holland had her share, and, being geographically located as she is, had to either become an intermediary or take up arms and fight for the country that would best serve her and her people during the few years of peace that came now and then.

The Tijdinghen had just been established one year when the Pilgrims landed at Plymouth Rock. The Mayflower might have brought over copies of this old paper when it sailed from Holland in 1620.

A large number of publications were in existence in the Netherlands by the time the seventeenth century drew to a close, and for many a decade these gave the German papers hard competition in journalistic excellence.

It is of interest that the first newspaper ever printed in Africa made its appearance at the Cape of Good Hope, where Jan Van Riebeck, an employe of the Dutch East India Co., established a colony of burghers. The name of this publication, too, was Tijdinghen uyt vele Quartieren.

The Beginnings of American Journalism

By CHARLES CAPEHART

IT seems strange that although our college professors and men of science can tell us much about the civilization of the Egyptians, Assyrians and Babylonians, their knowledge of America's first settlers, the Red Men, is meager.

Here in our land, where we issue 26,000 out of the 62,000 newspapers and periodicals published in the whole world, where there are more schools and colleges, more libraries and institutions of learning and more printing machinery is manufactured, we have still much to learn concerning our country's aborigines. With all our greatness we can still boast of our cave dwelling tribes (the Cliff Dwellers of the West) and their stone-age customs.

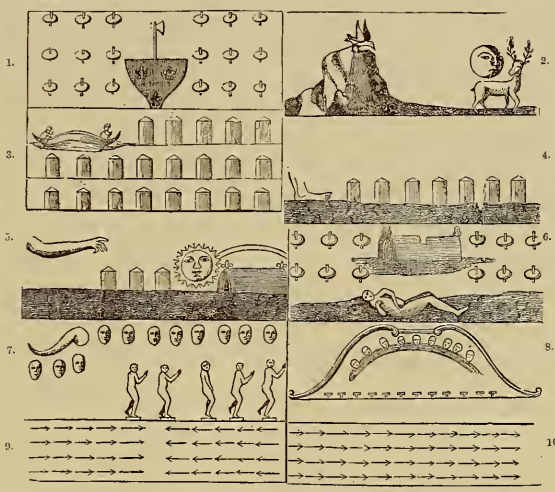
It is said that less than one hundred years ago over 700 different languages or dialects were spoken among the Indian tribes of North and South America. Only a few of the most learned of our linguists can speak or write even one of these tongues.

Our scientists have a good excuse for not knowing more about the aborigines of the Western Hemisphere, namely, that, aside from the excavations of a few old cities that have been buried under the sands of time for centuries, this branch of the human race left little to mark their progress in any degree of industry. We know practically nothing of their literature and art of writing, but in order to give a faint idea of their ability to write reports of current events we reproduced a facsimile of a "North American Indian Gazette," just as it appeared in the old Family Magazine, published in New York in 1835.

What It Contained.

Thomas, in his "History of Printing in America," said that a French officer had secured the copy long before our revolutionary war with England. It relates to an expedition of Canadian warriors, who, soon after the settlement of this part of America, took up the hatchet against a hostile tribe who were allied with the English, and is a curious and interesting specimen of descriptive and imaginative writing.

The Indians wrote in pictures on skins and other smooth objects. If we judge the age of our American Indian race by comparing their hieroglyphic writing with that of the ancient Egyptians, we might boast that ours is one of the oldest nations on the globe, for the Egyptian writings are more modern and far more intelligible.



THE INDIAN GAZETTE.

This "Indian Gazette Extraordinary" consists of the following figures and emblematic signs cut out upon bark, and was divided into ten different compartments or hieroglyphical paragraphs: 1. Each of the 18 figures represents the number 10, and appears to be somewhat like our 10, only that instead of the unit being **before** the cypher it **runs through it.** There are eighteen of these figures, and they signify that 18 times 10, or 180, American Indians took up the hatchet, or declared war, in favor of the French; which is represented by the hatchet placed over the arms of France. 2. They departed from Montreal, represented by the bird just taking wing from the top of a mountain. The moon and the buck show the time to have been in the first quarter of the buck-moon, answering to July. 3. They went by water, signified by the canoe. The number of huts, such as they raise to pass the night in, shows they were twenty-one days on their passage. 4. They went ashore and traveled seven days by land, represented by the foot and the seven huts. 5. They arrived at sunrise near the habitations of their enemies, as shown by the sun being to the eastward of them, beginning (as they think) its daily course. Here they lay in wait three days, as represented by the hand pointing and by the three huts. 6. After which they surprised their enemies while asleep. The man portrays this fact and the twelve figures that there were 12 times 10, or 120, and the broken roof of the hut that they broke into their habitations in that manner. 7. They killed with the club eleven of their enemies, indicated by the club and the eleven heads, and took five prisoners, as shown by the doleful figures on the little pedestals. 8. They lost nine of their own men in the action, represented by the nine heads within the bow, which is the emblem of honor among the American natives; but they had none taken prisoners (a circumstance to which they attach great honor), as shown by the pedestals being empty. 9. The heads of the arrows, pointing opposite ways, represent the battle and the position of the contending parties. 10. The enemy fled; the heads of the arrows, all pointing one way, signify their flight.

We now come to the time when our forefathers began to publish newspapers and plant the seeds of liberty—seeds which ripened into the tree of American independence.

"Seventy years after the landing of the Pilgrims at Plymouth Rock and two hundred and Seventy Six years after the invention of printing, a newspaper was issued in that colony," says *Hudson's History of Journalism issued in* 1872 *by Harper Brothers.* It lived one day, and one copy only is known to have been preserved. That specimen sheet—that great curiosity in newspaper literature—is in the Colonial State Paper Office in London.

The historian of Salem, the Rev. J. B. Felt, in his researches for facts connected with that ancient commercial town, discovered the copy of the "Original newspaper" in the State Paper Office. Till then it was believed that the News-Letter, issued fourteen years later, was the first gazette printed on this side of the Atlantic. The pioneer of American journalism was published by Benjamin Harris at the London Coffee-House, and was printed for him by Richard Pierce on Thursday, the 25th of September, 1690, nearly two centuries after Columbus discovered this continent.

This newspaper was printed on three pages of a folded sheet, leaving one page blank, with two columns to a page, and each page about eleven inches by seven in size. It was intended by its enterprising projector as a monthly, which, in his "journalistic" dreams, might do to start with in that progressive town. We give the editor's prospectus, which is a model in its way. It exhibits a comprehensiveness, common in the early days of newspapers, that must be charming and refreshing to many journalists of the more modern era. This chronicle seems to have had no name, but it is not unlikely that the intention of the proprietor was to have it called Publick Occurrences. That appears prominent in his public announcement.

The imprint of the paper, according to Hudson, was as follows:

"*Boston.* Printed by *R. Pierce* for *Benjamin Harris,* at the *London Coffee-House.* 1690."

Killed by the Authorities.

"This specimen number attracted especial official notice.

Editor Harris had touched upon local and military matters. It was frowned upon at once by the authorities, and killed outright within twenty-four hours." In alluding to this fact, Buckingham, in his Reminiscence, says:

> Immediately on its publication it was noticed by the legislative authorities. Four days after, they spoke of it as a pamphlet; stated that it came out contrary to law, and contained "reflections of a very high nature." They strictly forbade "anything in print, without license first obtained from those appointed by the Government to grant the same."

This nipped Harris's enterprise in the bud, and no other effort was made to establish a paper in America till 1704.

This effort of Harris in Boston forms an epoch in itself in the history of newspapers in America. It was the beginning. In 1692, when Benjamin Fletcher, who had faith in types and printing-ink, became Governor of New York, feeling a little jealous of the progress of Massachusetts and Pennsylvania in the typographical art, induced William Bradford, of Philadelphia, to migrate to that State and set up a printing office in New York City, and in 1696 he had the London Gazette, which contained an account of an engagement with the French previous to the general peace of Ryswick, reprinted and circulated in that city. There was, we believe, only one issue. Of course the reprint had no local news. Its contents embraced merely the events in Europe. It was not intended for an American newspaper. It was issued to give a piece of important news to the people toward the close of a great war which the Governor could not keep to himself. But the fact indicated the necessity of newspapers.

Nearly fourteen years elapsed after Harris's Occurrences, and eight years after Bradford's republication, before another attempt was made to give the news of the day to the American people in printed sheets! Meanwhile the newspapers of England arrived from time to time, feeding the public mind with news from home, and creating a desire for such an institution in the colonies. It was impossible for every one to get copies of the few London publications sent across the Atlantic, and the contents of those received had to be retailed in coffee-houses and on the streets. Written news circulars were also used to disseminate the latest intelligence.

Numb. 1

Publick Occurrences

Both Foreign and Domestick

Boston, Thursday, Sept. 25th, 1690.

It is designed that the Country shall be furnished once a month (or if any Glut of Occurrences happen oftener) with an Account of such considerable things as have arrived unto our Notice.

In order hereunto, the Publisher will take what pains he can to obtain a Faithful Relation of all such things; and will particularly make himself beholden to such Persons in Boston whom he knows to have been for their own use the diligent Observers of such matters.

That which is herein proposed, is, First, That Memorable Occurrents of Divine Providence may not be neglected or forgotten, as they too often are. Secondly, That people everywhere may better understand the Circumstances of Publique Affairs, both abroad and at home; which may not only direct their Thoughts at all times, but at some times also to assist their Business and Negotiations.

Thirdly, That some thing may be done towards the Curing, or at least the Charming of that Spirit of Lying, which prevails among us, wherefore nothing shall be entered, but what we have reason to believe is true, repairing to the best fountains for our information. And when there appears any material mistake in anything that is collected, it shall be corrected in the next.

Moreover, the Publisher of these Occurrences is willing to engage, that whereas, there are many False Reports, maliciously made, and spread among us, if any well minded person will be at the pains to trace any such false Report, so far as to find out and Convict the First Raiser of it, he will in this Paper (unless just Advice be given to the contrary) expose the Name of such person, as A Malicious Raiser of a False Report. It is supposed that none will dislike this Proposal, but such as intend to be guilty of so villanous a Crime.

CONTENTS OF FIRST PAGE OF AMERICA'S FIRST NEWSPAPER.

The Colonial Press.

Now and then there was an exhibition of independent opinion, a premonition of what was coming, but the repressive acts of the public authorities did not permit this to proceed far, or become in any way chronic. The few newspapers published in this epoch were, therefore, as a general thing, mere chroniclers of bald facts that did not affect the Government. Society, too, was puritanical, and under these circumstances the press could not be free and unfettered. An incident that happened on the eve of this period will illustrate this point.

Increase Mather, in March, 1700, published a treatise called "The Order of the Gospel Professed and Practised by the Churches of Christ in New England Justified." Shortly after, a pamphlet appeared under the title of "Gospel Order Revived," being an answer to a book lately set forth by the Rev. Mr. Increase Mather, President of Harvard College, etc., by sundry Ministers of the Gospel in New England. It was remarkable for its calm and candid spirit. Yet it could not be printed in Boston. It was issued in New York with this advertisement:

> "The Reader is desired to take Notice, that the Press in Boston is so much under the awe of the Reverend Author whom we answer, and his Friends, that we could not obtain of the Printer there to Print the following Sheets, which is the only true Reason why we have sent the Copy so far for its Impression, and where it is Printed with some Difficulty."

The printer in Boston, according to historian Hudson, was Bartholomew Green. "It was necessary for him to vindicate himself, and this he did in a handbill which appeared in December, 1700, with some remarks prefaced by Cotton Mathew. This led to a paper war in pamphlets and handbills, which materially aided in breaking the sanctity and inviolability of the controlling classes, and leading, in the course of time, to the establishment of newspapers in the colonies."

The postmasters were the newsmen of that day. They were the ones that "told you so." They supplied their friends and patrons with the news, as the news-letter writers of Rome and Venice did in their time, and as Butters and Renaudot did in England and France prior to the establishment of newspapers in those countries. They used the Pen instead of the Press.

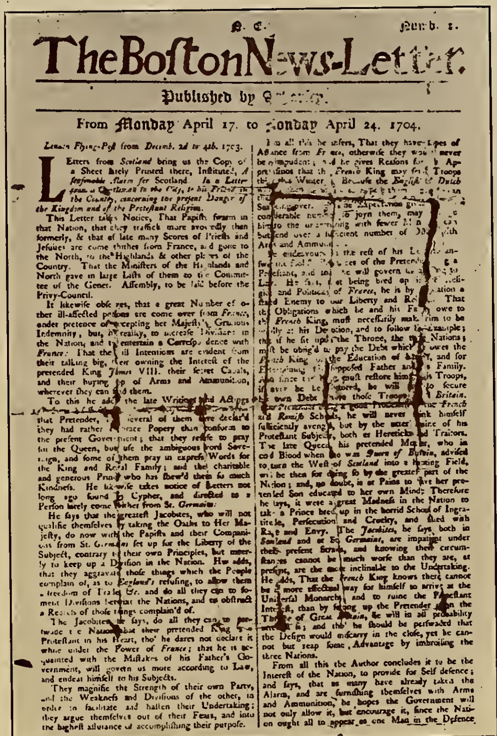
John Campbell's Enterprise.

John Campbell, in virtue of his office as Postmaster of Boston, was the news-vender of Massachusetts Bay, and indeed, all of New England on the opening of the eighteenth century. It soon became evident to him, from experience, that the time had come for the establishment of a newspaper as a better mode of circulating "publick intelligence" than written news circulars, so laborious to prepare and tedious to multiply, and the necessity was too apparent to be overlooked by a man of ordinary spirit and energy.

After fourteen years of deprivation, the tastes and opinions of the public had sufficiently ripened for the authorities to tolerate and authorize the enterprise, under great restrictions, however, such as prevailed in England a century before, and the newspaper was accordingly started, which became from that time a permanent institution in the country.

Approaching this important event, we find, in the "Proceedings of the Massachusetts Historical Society of 1866-67," nine of Campbell's news-letters, or circulars, which had been written to Governor Fitz John Winthrop, of Connecticut, beginning in April and ending in October, 1703, the last one only six months prior to the issue of his newspaper. The first of the nine was dated Boston, April 12, 1703, and contained about four paragraphs, totaling about three hundred words,

Experienced as a news correspondent and with the machinery of the Boston post-office in his hands for the distribution of his paper, John Campbell, on Monday, the 24th of April, 1704, issued the initial number of the Boston News-Letter. It was an event in Boston. Its appearance was a feature of that period. There was a visible sensation. The first sheet of the first number was taken damp from the press by Chief Justice Sewall to show to President Willard, of Harvard University, as a wonderful curiosity in the colony. When this occurred, the population of Boston was only eight thousand.



Numb. 1.

The Boston News-Letter.

Published by Authority.

From Monday April 17. to Monday April 24. 1704.

London Flying-Post from Decemb. 2d to 4th. 1703.

Letters from Scotland bring us the Copy of a Sheet lately Printed there, Intituled, A seasonable Alarm for Scotland. In a Letter from a Gentleman in the City, to his Friend in the Country, concerning the present Danger of the Kingdom and of the Protestant Religion.

This Letter takes Notice, That Papists swarm in that Nation, that they traffick more avowedly than formerly, & that of late many Scores of Priests and Jesuites are come thither from France, and gone to the North, to the Highlands & other places of the Country. That the Ministers of the Highlands and North gave in large Lists of them to the Committee of the General Assembly, to be laid before the Privy-Council.

It likewise observes, that a great Number of other ill-affected persons are come over from France, under pretence of accepting her Majesty's Gracious Indemnity, but, in reality, to increase Divisions in the Nation, and to entertain a Correspondence with France: That their ill Intentions are evident from their talking big, their owning the Interest of the pretended King James VIII. their secret Cabals, and their buying up of Arms and Ammunition, wherever they can find them.

...

He says that the greatest Jacobites, who will not qualifie themselves by taking the Oaths to Her Majesty, do now with the Papists and their Companions from St. Germains set up for the Liberty of the Subject, contrary to their own Principles, but meerly to keep up a Division in the Nation. He adds, that they aggravate those things which the People complain of, as to England's refusing, to allow them a freedom of Trade &c. and do all they can to foment Divisions betwixt the Nations, and to obstruct a Redress of those things complain'd of.

...

They magnifie the Strength of their own Party, and the Weakness and Divisions of the other, in order to facilitate and hasten their Undertaking; they argue themselves out of their Fears, and into the highest assurance of accomplishing their purpose.

...

From all this the Author concludes it to be the Interest of the Nation, to provide for Self defence; and says, that as many have already taken the Alarm, and are furnishing themselves with Arms and Ammunition, he hopes the Government will not only allow it, but encourage it, since the Nation ought all to appear as one Man in the Defence

THE SECOND AMERICAN NEWSPAPER.

The Boston News-Letter.

The News-Letter was printed sometimes on a single sheet, foolscap size, and oftener on a half sheet, with two columns on each side. No subscription price was mentioned. It was "printed by authority," and the following was the prospectus, advertisement as Campbell called it, as it appeared in the first number:

ADVERTISEMENT

This News-Letter is to be continued Weekly; and all Persons who have any Houses, Lands, Tenements, Farms, Ships, Vessels, Goods, Wares or Merchandizes, &c., to be Sold, or Let; or Servants Run-away, or Goods Stole or Lost, may have the same inserted at a Reasonable Rate, from *Twelve Pence* to *Five Shillings,* and not to exceed: Who may agree with *John Campbell,* Postmaster of *Boston.*

All Persons in Town and Country may have said News-Letter every Week, Yearly, upon reasonable terms, agreeing with *John Campbell,* Post-Master for the same.

There were no useless words in this announcement. There were no great promises of what the publisher intended to do, as we now often see. It is practical and to the purpose. No advertisement was to be inserted costing over five shillings for its insertion! John Campbell thus burst upon the world as the father of the American press.

The News-Letter, in spite of its vicissitudes and troubles, lived seventy-two years. There is a complete file of it, the only one in existence, in the collection of the New York Historical Society.

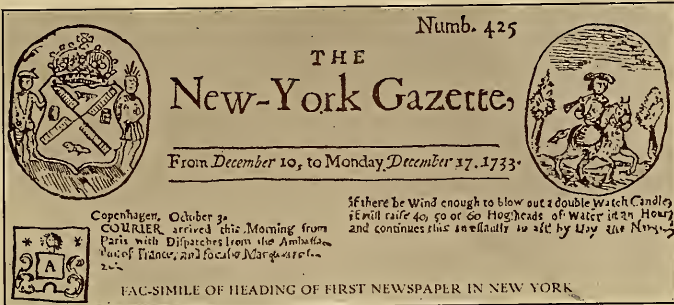
The first effort at reporting in this country was made for the News-Letter shortly after it was established. Six pirates were executed on Charles River on Friday, June 30, 1704. In describing the scene, the "exhortations to the malefactors," and the prayer made by one of the ministers, after the pirates were on the scaffold, "as near as it could be taken in writing in the great crowd," filled nearly one-half of the paper. In 1719, according to Hudson, Campbell was removed from the post-office and William Brooker was appointed postmaster of Boston. On the 21st of December of that year the new postmaster, in accordance with the custom inaugurated by his predecessor, began the publication of a paper, the Boston Gazette, the second newspaper in America, the father of the innumerable Gazettes issued from that day to this throughout the land. It was the name of the first paper printed in France, as well as in Venice and Nuremberg. Some hold that the name comes from the Italian word gazza or gazzara, which means a magpie, a chatterer, a gossip, and not from the small piece of money called gazzetta.

The Postmasters' Organ.

The Gazette became the postmasters' organ. It was owned and conducted by no less than five between the years 1719 and 1739, and for the heirs of the last postmaster till 1841, when it was merged with the New England Weekly Journal. The Gazette, when owned by Brooker, was printed by James Franklin. When it passed into the hands of Philip Musgrave the printing was taken away from Franklin and given to Samuel Kneeland, who afterward owned the establishment.

First Philadelphia Paper.

The day after the issue of the first number of the Gazette the third newspaper in the colonies was established in Philadelphia. Its title was the American Weekly Mercury, and its birthday was the 22d of December, 1719. This paper was "Printed and sold by Andrew Bradford, at the Bible, in the Second Street, and John Copson, in the High Street, 1719-20." Bradford was the postmaster of Philadelphia.



Numb. 425

THE

New-York Gazette,

From December 10, to Monday December 17. 1733.

Copenhagen, October 3.
COURIER arrived this Morning from Paris with Dispatches from the Ambassador of France, and ...

If there be Wind enough to blow out a double Watch Candle, it will raise 40, 50 or 60 Hogsheads of Water in an Hour, and continues ...

FAC-SIMILE OF HEADING OF FIRST NEWSPAPER IN NEW YORK

THE FIRST NEW YORK NEWSPAPER.

He was a son of William Bradford, who opened the first printing office in the colonies outside of New England. The Mercury, like the News-Letter, had soon to compete with a Franklin. It had also its troubles with the authorities. On the 21st of February the editor and publisher was summoned before the Provincial Council. He was discharged with a reprimand, and a warning never to publish anything more relative to the affairs of any of the colonies, after explaining that the offending paragraph "was written and inserted by a journeyman without his knowledge."

Afterward he had to pass through a severer ordeal. "Benjamin Franklin had written a series of essays, over the signature of Busy Body, for the Mercury," according to Hudson, "and in one of them, near an annual election, the following remarks were made:

To the friends of liberty, firmness of mind and public spirit are absolutely requisite; and this quality, so essential and necessary to a noble mind, proceeds from a just way of thinking that we are not born for ourselves alone, nor our own private advantages alone, but likewise and principally for the good of others and service of civil society. This raised the genius of the Romans, improved their virtue, and made them protectors of mankind. This principle, according to the motto of these papers, animated the Romans—Cato and his followers—and it was impossible to be thought great or good without being a patriot; and none could pretend to courage, gallantry, and greatness of mind, without being first of all possessed with a public spirit and love of their country.

This simple matter produced such an effect on the Governor and Council that they ordered Bradford to be arrested, committed to prison and bound over to the court. But Bradford showed some pluck on this occasion and the matter ended there. It is probable that Franklin infused some of the boldness manifested in the Mercury at this time.

Andrew Bradford died on the 24th of November, 1742. The Mercury was suspended a week after his death, and its column rules, on its reappearance, were inverted for six weeks. His widow conducted the paper after her husband's decease.

THE FRANKLINS APPEAR.

But the era of journalism, with a character a little above that of merely publishing the news of the week with an occasional sensation, now commenced. On the 7th of August, 1721, the Franklins dawned upon the world and became famous. On that day James Franklin, having lost the printing of the Gazette, issued a paper which he called the New England Courant. It was the fourth newspaper on this continent. The appearance of the Courant was the saddest blow John Campbell received. It brought out a few sparks of originality and vitality, and then the father of the American Press abdicated, and subsided into a justice of the peace. But Campbell had a few last words before he surrendered the News-Letter to Bartholomew Green.

On the issue of the Courant, it was evident Franklin intended to make it a readable paper. Speaking of the News-Letter in his first number, he asserted that it was "a dull vehicle of intelligence." This was considered so severe by Campbell that it completely aroused the old editor, and a broadside, in answer, in Latin and English, appeared in the News-Letter on the 14th of August, 1721.

Very few copies of the Courant are in existence; none of those containing Franklin's articles on the News-Letter. But it is believed that Franklin had the best of the controversy.

CAMPBELL GIVES WAY TO GREEN.

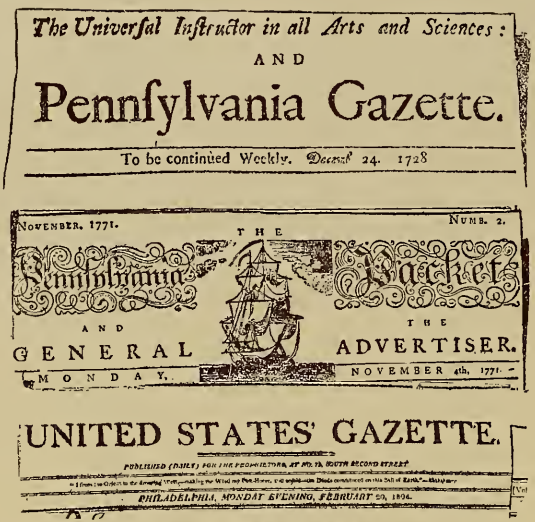
After a few weeks the contest between the Courant and Campbell ended, and the News-Letter passed into the hands of Bartholomew Green, in accordance with the subjoined announcement, which was published on the 31st of December, 1721:

**These are to give Notice, That Mr. Campbell, Designing not to Publish any more News-Letters, after this Monday the 31st Currant, Bartholomew Green the Printer thereof for these 18 Years past, having had Experience of his Practice therein; intends (Life permitted) to carry on the same, (using his Method on the Arrival of Vessels from Great Britain, etc., to give a Summary of the most Remarkable Occurrences of Europe, and afterwards the Thread of the News), provided he can have due Encouragement by competent Numbers taking it by the Year, so as to enable him to defray the necessary Charges. And all those who have a Mind (either in Town or Country) to Promote and Encourage the continuation of the abovesaid Intelligence, are hereby desired to Agree with the said Green, either by word or writing, who may have it on reasonable Terms, left at any House in Town, Sealed or Unsealed.

The last, on earth, of John Campbell, is thus modestly announced in the News-Letter of March 7, 1728:

On Monday last, the 4th inst., died here, at the age of seventy-five years, John Campbell, Esquire, formerly director of the post in this town, many years editor of the Boston News-Letter, and one of Her Majesty's justice of the peace for the County of Suffolk.

In 1733 Bartholomew Green died, and the paper passed into the hands of his son-in-law, John Draper, who continued to maintain its semi-religious character.


The Universal Instructor in all Arts and Sciences:
AND
Pennsylvania Gazette.
To be continued Weekly. Decem. 24. 1728

NOVEMBER, 1771. THE NUMB. 2.
Pennsylvania Packet
AND THE
GENERAL ADVERTISER.
MONDAY. NOVEMBER 4th, 1771.

UNITED STATES' GAZETTE.
PUBLISHED (DAILY) FOR THE PROPRIETOR, AT NO. 78, SOUTH SECOND STREET.
PHILADELPHIA, MONDAY EVENING, FEBRUARY 29, 1804.

EARLY AMERICAN NEWSPAPER HEADINGS.

THE
GENERAL MAGAZINE,
AND
Historical Chronicle,
For all the British Plantations in America.
[To be Continued Monthly.]
JANUARY, 1741.
ICH DIEN
VOL I.
PHILADELPHIA:
Printed and Sold by B. FRANKLIN.

One of the News-Letters of 1757 published on a half sheet, with naval news, the following advertisement, printed on the margin:

Any gentlewoman and others that want Stays made or mended after the best and neatest Manner in their Houses, may have them done Cheap for the sake of ready Money by John Banks; or he will take Stays to mend or make at his House opposite Deacon Barrett's Shop near the Mill Bridge.

It was then the custom for men to make stays. There were inimitable Banks then as there is the inimitable Worth that governs the fashionable world now.

CHANGES IN THE NEWS-LETTER.

John Draper died in 1762, and was succeeded by his son, Richard Draper, who changed the title of the paper to that of the Boston Weekly News-Letter and New England Chronicle. The name was again changed to the Massachusetts Gazette and Boston News-Letter. In 1768 it was united with the Boston Post-Boy. The union was a mongrel affair, and did not last long. Although the united papers were called the Massachusetts Gazette, each paper continued a separate publication—the Post-Boy, as such, appearing on Mondays, and the News-Letter on Thursdays—one-half being called by its own name and the other half by the name of the united concerns. These Siamese twins in journalism were separated in 1769 and Draper fell back on his old title, and continued to publish the News-Letter till the 6th of June, 1774, when he died, and was succeeded by his widow, Margaret Draper, and John Boyle, whom he had taken into partnership a month previously. John Howe afterward assumed Boyle's share, and with the Widow Draper carried on the paper till March, 1776, when, with the evacuation of Boston by the British troops, the News-Letter, after a life of seventy-two years, ceased to exist.

WAS IT YELLOW JOURNALISM?

After the tilt with the News-Letter the Courant opened its pen and ink batteries upon the authorities, clerical and lay, and soon got into trouble. Whatever may be the judgment of mankind on Franklin's course, he certainly initiated a new era in journalism. While he suffered in purse and person, the press gained in freedom and independence. The News-Letter and Gazette in Boston, and the Mercury in Philadelphia, the other papers then published, being in the hands of office-holders, were circumspect in the utterance of their views and confined themselves to a mere rehash of foreign news and a few unimportant local items.

But Franklin was made of different stuff. His paper was the first rebel organ in America. With the leaven of 1776 in his soul, he was bold and outspoken, and commented on the abuses of the times as he saw them. Satire was the effective weapon of Franklin and his writers. In less than a year of the existence of the Courant, its proprietor was arrested and in prison for the boldness of his language.

THE HELL-FIRE CLUB.

It was manifest that there was a staff on the Courant of free thinkers, free writers and free talkers. They were called the Hell-Fire Club by the Mathers, who seemed to have the care and control of the souls and consciences of the people of Boston at that time. These writers, including the youthful Benjamin Franklin, had many fights, on paper, with the clergy and their adherents.

The war of words went on for some time, until Franklin became still more involved with the authorities. The reply of the Courant to the charge that it was carried on by a Hell-Fire Club will give the public some idea of the style of the original articles published by the Courant. On the 22d of January, 1722, it said:

***These, with many other endeavors, proceeding from an arbitrary and selfish temper, have been attended with their hearty curses on the Courant and its publisher; but all to no purpose; for, as a Connecticut trader once said of his onions: The more they are cursed the more they grow. Notwithstanding which, a young scribbling collegian, (Mather Byles), who has just learning enough to make a fool of himself, has taken it in his head to put a stop to this wickedness (as he called it) by a letter in the last week's Gazette. Poor boy! When your letter comes to be seen in other countries (under the umbrage of authority), what indeed will they think of New England! They will certainly conclude: There is Bloody fishing for nonsense at Cambridge, and sad work at the College. The young wretch, when he calls those who wrote the several pieces in the Courant the Hell-Fire Club of Boston and finds a Godfather for them (which, by the way, is a hellish mockery of the ordinance of baptism, as administered by the Church of England) and tells us, That all the supporters of the paper will be looked upon as destroyers of the religion of the

country, and enemies of the faithful ministers of it, little thinks what a cruel reflection he throws on his reverend grandfather, who was then and for some time before, a subscriber for the paper.

* * * * *

It is a pleasure to me, that I never inserted anything in the Courant, which charged any man, or society of men, with being guilty of the crimes which were peculiar to the Hell-Fire Club in London and which the devils themselves are not capable of perpetrating. And whether Mr. M———e (Mr. Musgrave, Postmaster and Publisher of the Gazette) or his young champion know it or no 'tis looked upon as a gross reflection on the government; that they should be told of a Hell-Fire Club in Boston (in a paper published by authority) and not use their endeavors to discover who they are, in order to punish them.

On the 14th of January, 1722, the Courant was especially emphatic in regard to religion and the clergy, and respecting the sudden departure of Governor Shute for England. In regard to the latter it asked:

Whether (pursuant to the Charter) the ministers of this province ought now to pray for Samuel Shute, Esq., as our immediate Governor, and, at the same time pray for the Lieutenant-Governor as commander-in-chief? Or, Whether their praying for his success in his voyage, if he designs to hurt the province (as some suppose), be not in effect to pray for destruction?

THE FRANKLIN INVESTIGATION.

On that day the General Court took the matter in hand, and appointed a committee to consider what should be done with Franklin. Here is their report:

The Committee appointed to consider of the paper called The New-England Courant, published Monday the fourteenth current, are humbly of opinion that the tendency of the said paper is to mock religion, and bring it into contempt, that the Holy Scriptures are therein profanely abused, that the revered and faithful ministers of the gospel are injuriously reflected on, His Majesty's government affronted, and the peace and good order of His Majesty's subjects of this Province disturbed, by the said Courant and for precaution of the like offence for the future, the Committee humbly propose, That James Franklin, the printer and publisher thereof, be strictly forbidden by this Court to print or publish The New-England Courant, or any other pamphlet or paper of the like nature, except it be first supervised by the Secretary of this Province; and the Justices of His Majesty's Sessions of the Peace for the County of Suffolk, at their next adjournment, be directed to take sufficient bonds of the said Franklin, for Twelve Months' time.

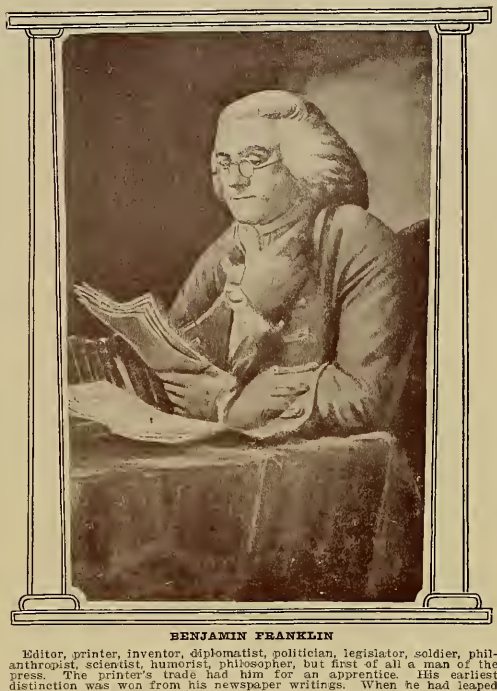
The next number of the Courant, by innuendo, was more severe than ever on the officials, and Franklin had refused to submit the manuscript to the Secretary of the Province previous to publication. This created more difficulty and another short imprisonment. It was then decided that "James Franklin no longer print the newspaper." On the 11th of February, 1722, Benjamin Franklin, "in his teens," became a journalist.

NEW YORK'S FIRST PAPER.

Although Governor Fletcher, in having a copy of the London Gazette reprinted in New York in 1696, must have infused a little journalistic spirit in that city, the first newspaper there did not make its appearance till 1725.

William Bradford, a printer in Philadelphia, in consequence of litigations with the authorities there, growing out of his polemical publications, or a difference or two perhaps with the Society of Friends, was induced by Governor Fletcher to leave that city in 1690, and open a printing office in New York. He there became the official printer, and after publishing almanacs, the laws, the English prayer-book and official proclamations and erecting the first paper mill, he issued in October, 1725, the New York Gazette, which was, like the other papers then in existence, published weekly. The contents of the first number embraced the news from October 16 to October 23. Bradford believed that a man was never too old to work, for he was seventy years of age when he started the Gazette. The paper, for some time, was under the influence and control of William Cosby, the governor of that province.

William Bradford was the fourth printer in America, having been preceded by Stephen Daye, our Caxton, at Cambridge, Mass., in 1638; Samuel Green in the same town in 1640, and by John Foster in Boston in 1675. Bradford established a printing press in Philadelphia in 1687, and published a sheet almanac in that year, and made preparations to print the first Bible in the English language in America somewhe erabout 1688. The inducements held forth in his proposals for printing the Holy Scriptures,



BENJAMIN FRANKLIN

Editor, printer, inventor, diplomatist, politician, legislator, soldier, philanthropist, scientist, humorist, philosopher, but first of all a man of the press. The printer's trade had him for an apprentice. His earliest distinction was won from his newspaper writings. When he had leaped far beyond the reach of his composing room and his editor's desk in Philadelphia, he still maintained a private printing establishment in London, and afterwards another in Paris. He was the first and greatest of American journalists. He laid down the lines along which the best journals of to-day, with infinitely wider scope and larger opportunity, are successfully conducted.

one would imagine, have been the basis for most of the modern appeals to the public for the support of newspapers, magazines and books.

There has been some improvement, in the shape of premiums, on this prospectus of 1688, but William Bradford is entitled to the credit of introducing this system of newspaper and book subscriptions. Some of our modern periodicals, religions as well as secular, run far ahead of Bradford in inducements to subscribe for their publications; there were no sewing machines, melodeons or life insurance companies in the amiable Bradford's time.

The New York Express of December 12, 1868, for instance, contained the following immensely comprehensive advertisement:

THE CHURCH UNION.

This Paper has been recently enlarged to mammoth proportions. It is the largest religious paper in the world. Is the leading organ of the Union Movement, and opposes ritualism, close communion, exclusiveness and church caste. It is the only paper that publishes Henry Ward Beecher's Sermons, which it does every week, just as delivered—without qualification or correction by him. It advocates universal suffrage; a union of Christians at the polls; and the rights of labor. It has the best Agricultural Department of any paper in the world; publishes stories for the family, and for the destruction of social evils. Its editorial management is impersonal; its writers and editors are from every branch of the Church and from every grade of society. It has been aptly termed the freest organ of thought in the world.

Such a paper, offering premiums of Sewing Machines, Dictionaries, Appleton's Cyclopedia, Pianos, Organs for Churches, etc., makes one of the best papers for canvassers in the world.

Every Congregation may obtain a Communion Service, an Organ, a Melodeon, a Bible, or a Life Insurance Policy for its Pastor, or almost any other needful thing, by a club of subscribers.

Some one published a parody on all these advertisements which covers the whole ground. It is given as a

MODEL FOR "PREMIUMS TO SUBSCRIBERS."

Subscribers for one copy of the ——— will be presented with a box of Patent Petroleum Paste Blacking. This is a superior article. It blacks boots or stoves, and may be used as a hair dye.

Subscribers for two copies will receive a box of sardines.

Subscribers for five copies will be presented with a pair of iron-clad spectacles, with glass eyes, warranted to suit one age as well as another.

Subscribers for ten copies will be entitled to a patent adjustable bootjack, which can also be used as a corkscrew, a coffee-mill or inkstand.

Subscribers for twenty-five copies will receive a marble bureau with a mahogany top.

Subscribers for fifty copies will receive a seven-octave sewing machine with the Agraff attachment.

Subscribers for seventy-five copies will receive a basswood parlor suit of furniture.

Subscribers for one hundred copies will receive a burial plot, with an order for tombstones delivered when required.

Subscribers for five hundred copies will receive a nomination for Congress.

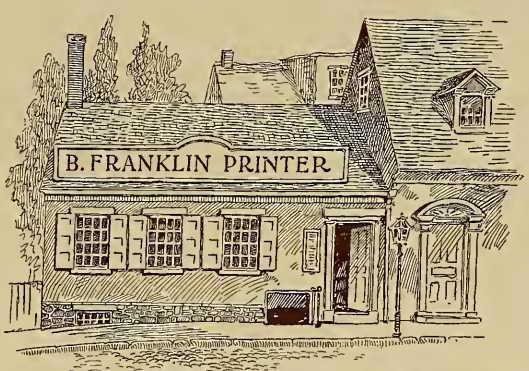
Subscribers for a thousand copies will be presented with a farm in New Jersey, fenced and mortaged.

BRADFORD'S MEMORY HONORED.

The New York Historical Society and Trinity Church, with the municipal authorities of the metropolis, united, in May, 1863, on the two hundredth anniversary of the birth of William Bradford, to do honor to his name and services as the first printer and first editor of New York; and a commemorative address was delivered, according to Hudson, "on that occasion by John William Wallace, the president of the Historical Society of Pennsylvania The latter society, at its annual meeting in February, 1869, paid similar honors—not on his natal day, however—to Andrew Bradford, as the founder of the Newspaper Press of the Middle States of America, Horatio Gates Jones delivering an excellent and appropriate address."

BOSTON'S FOURTH PAPER.

Newspapers began to increase in the colonies. In 1727, on the 20th of March, the fourth paper appeared in Boston, named the New England Weekly Journal, "Containing the most Remarkable Occurrences Foreign and Domestick." It was published by Samuel Kneeland, who succeeded James Franklin as printer of the Gazette. The famous Whitefield, and the equally celebrated Edwards, exercised great influence over this establishment. Kneeland, in his prospectus, promised a number of new features in journalism; proposed the organization of a corps of correspondents of "the most knowing and ingenious gentlemen in several noted towns" to send news; made arrangements for the regular weekly publication of "the Number of Persons Buried and Baptized in the town of Boston"; the prospectus closing thus:



FRANKLIN'S PRINTING OFFICE, CHURCH STREET, PHILADELPHIA.
From an old print.

This may serve as a Notification, that a Select number of Gentlemen, who have had the happiness of a liberal Education, and some of them considerably improv'd by their Travels into distant Countries, are now concerting some regular schemes for the Entertainment of the ingenious Reader, and the Encouragement of Wit and Politeness; and may in a very short time, open upon the Public in a variety of pleasing and profitable Speculations.

On the 8th of April, 1728, the publisher held out the following inducements for subscribers:

There are Measures concerting for rendring this Paper yet more universally esteemed, and useful, in which tis hop'd the Publick will be gratifi'd, and by which those Gentlemen who desire to be improv'd in History, Philosophy, Poetry, &c., will be greatly advantaged. We will take the liberty at this time to insert the following passage of History.

Then followed a very curious and quaint account of the invention of the stocking-loom.

Quite a number of essays were published by Kneeland, after the style of the Tattler, Spectator and Freeholder. Indeed, the style of the newspaper writers of those days imitated that of Addison, Steele, Swift and Bolingbroke. Mather Byles, Judge Danforth, Governor Burnet and the Rev. Thomas Prince, of the Old South Church, were contributors to the Journal. It was in 1741 united with the Gazette and published till 1752, when it was discontinued.

Circulating the paper outside of the city limits was then anything but a speedy or certain process. Mails were mostly monthly and half monthly in going from point to point. Bulk was a matter of importance in the time of post-horses, and stage coaches and imperfect roads. Those who live along the banks of the Hudson, or on the line of any railroad running out of Boston, or New York, or Chicago, within 100 miles of these news centers, and receiving at their own doors their morning city journals as regularly and as early as subscribers living in the upper wards of these cities receive their papers, scarcely realize the advantages they enjoy over their ancestors.

EEN FRANKLIN IN PHILADELPHIA.

Benjamin Franklin now reappeared as a journalist. In 1728 another paper was established in Philadelphia—the second in that city. It was entitled the Universal Instructor in all the Arts and Sciences and Pennsylvania Gazette, a title sufficiently long to satisfy any newspaper subscriber.

This was Franklin's first really independent attempt at the management of a newspaper on his own responsibility; and it is evident, from his opinion of the Mercury, "a paltry thing," as he called it, that he felt equal to the enterprise. One of his first acts was to condense the title of his paper to that of the Pennsylvania Gazette, which he did on the 28th of September, 1729, and under that name it continued under his management till 1765. In spite of what he says in his autobiography, it has been asserted that Franklin wrote but little for the Gazette. He dabbled in politics and electricity, and set up printing offices in other places, so that his time was pretty well occupied. Many of the articles published in the Gazette and attributed to Franklin were, in the opinion of Sparks, manifestly written by others.

The Franklins appreciated, above all others, what a newspaper should be. "My friends," said Benjamin Franklin to a number of gentlemen who had constituted themselves his censors, "any one who can subsist upon sawdust pudding and water, as I can, needs no man's patronage." This was his code

FRANKLIN TAKES A PARTNER.

In 1748, David Hall, a Scotchman, became Franklin's partner. Hall carried on the establishment till his death in 1772. After Hall the concern passed into the hands of Andrew Brown, an Irishman, and was called the Philadelphia Gazette. The establishment was destroyed by fire when Mr. Brown owned it, and nearly his whole family perished in the flames. It was afterward continued by a son of Mr. Brown, who came out from Ireland for that purpose, in connection with Samuel Relf. This was in 1802. It ceased to exist for a time in 1804, but was re-established with the same title, and was, for some time, the oldest paper in the United States. Mr. Relf then purchased his partner's interest and conducted the paper alone. He was considered an able writer in his early journalistic days. The paper, under his management, was called Relf's Gazette. In 1824 or '25 Mr. Relf died. Stevenson Smith then became the publisher and editor, and the Gazette was the advocate of the political principles of the Jackson democracy.

After this period the establishment was sold to Willis Gaylord Clark and James Russell. Mr. Clark had married a niece of Samuel Relf, and the Relf family were again, though indirectly, interested in the paper. It had now become the champion of Whig principles. It was an evening paper. Willis Gaylord Clark, the editor, was twin brother of Lewis Gaylord Clark, the wit, and for many years the genial editor of the Knickerbocker Magazine of New York. Willis was proprietor of the Gazette to the time of his death in 1841. On the 3d of November, 1845, it was merged with the North American. It had been for some time a branch, a sort of an

POETS' CORNER IN WESTMINSTER ABBEY.
A section of the chapel where lie the remains of men who inspired the world of English literature.

evening edition to that journal. Thus closed the career of Franklin's Gazette, after an existence of 117 years.

OLD PAPER MILL ON CHESTER CREEK.

The old paper mill in which the paper used by Franklin was made was still in existence a few years ago. It was erected on Chester Creek, Delaware County, in 1713. The paper was made then by hand, as it was as late as 1753. There had been no change in 140 years in that little old mill, notwithstanding the great improvements and changes in paper-making since that period.

Newspapers enjoyed one or two privileges in the days of Franklin that would be seriously damaging to the Post Office Department if tolerated now. In the Gazette of the 28th of January, 1735, Franklin said:

By the indulgence of the Honorable Colonel Spotswood, Post-Master-General, the printer hereof is allowed to send the Gazette by the post, postage free, to all parts of the post-road, from Virginia to New England.

The 26,000 newspapers of 1913, with their millions of circulation, with a privilege like the above, would utterly ruin the Post Office Department of today. Only a small part of the newspapers go through the mails now. They are sent as freight and by newsboys over the numerous railroads, and delivered at the different news centers by express lines and news agents.

OTHER EARLY PAPERS.

Maryland next fell into line with the old name on its title page. The Maryland Gazette was the first paper published in that State. William Parks, one of the migratory printers of that century, issued the first number in Annapolis in 1727, and the paper was regularly published till 1736, when Parks went to Virginia to establish a newspaper there.

Another paper appeared in Boston on the 27th of September, 1731. It was styled the Weekly Rehearsal, and started by Jeremy Gridley, "a young man of fine literary accomplishments," who became attorney-general of the Province, member of the General Court, colonel of militia, president of the Marine Society and Grand Master of Freemasons. He died in 1767. The Rehearsal was printed by "J. Draper, for the Author," as editors were frequently called in those primitive days. It was filled with Addisonian essays, and exhibited large pretensions to literary taste and culture. In one article on the prevailing fashions in dress in 1732, it spoke of the crinolines of that period, which seemed to swell beyond the proportions of those of a 135 years later.

The Rehearsal, after two years of literary effort, became a record of passing events, and was owned and managed by Thomas Fleet. On the 21st of August, 1735, the name was changed to that of the Boston Evening Post. Fleet was the original publisher of the famous nursery rhymes of Mother Goose. The Post was conducted with energy and became popular. If, as in the case of Franklin and Bradford, the Government was at all censured, by implications even, the editor was prosecuted.

FLEET CONDEMNED BY CLERGY.

Fleet had his troubles with the clergy. He published John Wesley's sermon on Free Grace. For this he was denounced from the pulpit by the Rev. John Morehead, who not only thundered against the unfortunate Fleet, but against the printing press also. It appears that the editor of the Post was fully equal to any of these assaults upon him or upon the liberty of the press. In his reply Fleet was good-natured, and therefore the more severe and the more effective.

On the death of Thomas Fleet the Evening Post was carried on by his sons, Thomas and John, and they continued to publish it till 1775. It was stopped then in consequence of the discontent growing out of the attempted neutrality of the paper in the great agitation leading the Revolution. Then, as now, the press were accused of being corrupted and improperly influenced by money.

The battles of Concord and Lexington were fought on the 19th of April, 1775. Without giving any of the particulars of that fight, the paper appeared on the 24th of April for the last time. These scenes of action were only two or three hours' drive from the printing office of the Post! The British troops had returned to their barracks in Boston on the 20th of that month.

ZENGER'S WEEKLY JOURNAL.

John Peter Zenger, with the New York Weekly Journal, next appeared before the public. The first number of that paper was issued on the 5th of November, 1733. It was established in opposition to Bradford's Gazette for a political purpose, and published by Zenger, who was a good printer, the importer of the first piano-forte in America, something of a scholar and a famous editor in his day. He came from Germany when he was thirteen years of age, and was an apprentice of Bradford's.

For three years the Journal was in a state of bitter war with the administration of Governor William Cosby, and his successor, Lieutenant Governor George Clarke. Zenger, as a politician, was in the interest of Rip Van Dam, a wealthy merchant of New York, and in virtue of his office as president of the Council, acting Governor of the Province till the arrival of Cosby. In settling Van Dam's accounts one half of his salary as Governor had to be paid to his successor. This led to the formation of an opposition colonial party. The Gazette, under the management of William Bradford, was the Government organ.

BRADFORD ARRESTED FOR LIBEL.

After repeated animadversions on the authorities in the Journal, its editor was arrested on the charge of libel on Sunday, Nov. 17, 1734. He was imprisoned by the Government and kept in confinement nearly nine months before he could obtain a trial. The arrest produced great excitement, and the affair obtained widespread notoriety. It was the first action for newspaper libel on this continent. It created the most intense interest in the public mind, and the result was, in the opinion of Governor Morris, "the dawn of that liberty which afterwards revolutionized America." In this view, as well as in the interest of journalism, we devote some space to this important event.

On the 6th of November the Governor issued two proclamations on the subject. Here is one of them:

A PROCLAMATION.

Whereas, by the Contrivance of some evil Disposed and Disafected Persons, divers Journals or Printed News-Papers (entitled The New York Weekly Journal, containing the freshest Advices, foreign and Domestick) have been caused to be Printed and Published by John Peter Zenger, in many of which Journals or Printed News-Papers (but more particularly those numbered 7, 47, 48, 49), are contained divers Scandalous, Virulent, False and Seditions Reflections, not only upon the whole Legislature, in general, and upon the most considerable Persons in the most distinguished Stations in the Province, but also upon his Majesty's lawful and rightful Government, and just Prerogative Which said reflections seemed contrived by the Wicked Authors of them, not only to create Jelousies, Discontents and Animosities in the Minds of His Majesty's Liege People of this Province, to the Subversion of the Peace and Tranquility thereof, but to alienate their Affection from the best of Kings, and raise Factions, Tumults and Sedition among them.

Wherefore, I have though fit, by and with the Advice of His Majesty's Council, to issue this Proclamation, hereby Promising a Reward of Fifty Pounds to such Person or Persons who shall discover the Author or Authors of the said Scandalous, Virulent and Seditious Reflections contained in the said Journals or Printed Newspapers, to be paid to the said Person or Persons discovering the same as soon as such Author shall be convicted of having been the Author or Authors thereof.

Given under my Hand and Seal at Fort George, in New York, the sixth day of November, in the 8th year of His Majesty's Reign, Anno Domini, 1734. W. COSBY.

On the 20th of November Zenger was brought, by a writ of habeas corpus, before the Chief Justice at his chamber, where the writ was returnable. The argument of that matter was ordered to be at the City Hall on the 23d. After a long debate on that day, the Chief Justice directed that Zenger should be admitted to bail, and bound by recognizance, with two securities, in the sum of $2,000. He was remanded to prison in default thereof.

EDITED PAPER IN PRISON.

The Journal continued to be published, and Zenger to write for it, in spite of his imprisonment. Indeed, the event made that paper the most popular of the two then printed in New York Bradford, as publisher of the official organ, the Gazette, was compelled to print articles and communications reflecting on his rival in business; but

Zenger manfully met his opponents, giving blow for blow, and a little more.

The Journal was a small-sized sheet and printed on much worn Pica type. Sometimes one, and sometimes two or three advertisements would appear in this famous paper.

Zenger continued to publish the Journal till his death in 1746. His widow then managed the paper for a time. It afterward passed into the hands of his son, John Zenger, who conducted it till 1752.

Meanwhile the Gazette remained the official organ of the Government of New York. Occasionally Bradford felt constrained to vindicate himself and his paper to the people.

These two newspapers are thus made prominent because in history they occupy an important niche, and because the policy adopted by Zenger, like that of Franklin, and Fleet, and Thomas and Edes, was "the dawn" not only "of that liberty which afterward revolutionized America," but of the independence of the press, which we now see so splendidly illustrated and exemplified in so many of the leading newspapers of the present day.

JAMES PARKER SUCCEEDS BRADFORD.

The Gazette was carried on by Bradford till 1742. In January, 1743, the name was changed to New York Gazette or Weekly Post-Boy, and published by James Parker. The Post-Boy was a new paper, and only connected with the Gazette for the use of its name, and by the purchase of the material of that office. In proof of this, the name of the paper was changed in January, 1747, to that of the New York Gazette, Revived in the Weekly Post-Boy.

As this occurred several years prior to the death of Bradford, it was undoubtedly done by arrangement with him. There were only two printing offices in New York at that time, according to Professor Kalm, who described the city in a letter written in 1748. 'There are two printers in the town,' said Kalm, 'and every week some gazettes, in English, are published, which contain news from all parts of the world.'

"The Post-Boy," according to Hudson, "had the support of what was called the opposition party. It became involved in a difficulty with the Episcopal Church, which it severely attacked. It died shortly afterward. Its proprietor was a partner of Franklin's, who had spread himself over the colonies with his type and presses. One printing office was started in South Carolina, others in different provinces and that of James Parker in New York."

THE RHODE ISLAND GAZETTE.

On the 27th of September, 1732, the Rhode Island Gazette was issued in Newport, the first in that State. It was printed on a half-sheet of cap paper, by James Franklin. After his failure in Boston, in consequence of the persecutions of the authorities, he thought, as Roger Williams did, that he would leave the original Puritans and try the atmosphere and people of Rhode Island for more freedom of mind and conscience; but he was soon discouraged, partly from ill-health, for only twelve numbers are known to have been published. The Gazette did not survive three months, and Franklin died in 1735.

The Gazette contained no advertisements. There were no opera houses, theaters, steamship lines and there was very little local news. Newport was not a fashionable watering place, as it is in this fast and elegant age. It promised then to be the commercial emporium of the Western World. It could boast of its foreign commerce, and bid fair to be more than a rival to New York, in consequence of possessing one of the finest harbors on the North Atlantic coast. There was no idea then of simply being wealthy in magnificent summer residences and having its splendid bay merely the summer rendezvous of the New York yacht squadron.

THE SOUTHERN PRESS.

On the 8th of January, 1731, the South Carolina Gazette was published in Charleston by Thomas Whitemarsh. It was printed on a half sheet for about a year, and died with its proprietor. In February, 1734, it reappeared in name, and was published for several years by Lewis Timothy.

The first paper in Virginia made its *debut* in Williamsburg in 1736—a rare old town, the society of which has been graphically described by Wirt in his Life of Patrick Henry. This newspaper was the Virginia Gazette, and printed by William Parks, sometimes on half a sheet of foolscap, and sometimes on a whole sheet. It was continued till Park's death, in 1750, and during that time was under the influence of the Governor. After the death of Parks the Gazette was revived under new auspices, and issued in February, 1751, as the Virginia Gazette, with the freshest advices, Foreign and Domestic. The new paper was printed on a crown sheet, and had a cut of the arms of Virginia incorporated with the title. It bore this imprint:

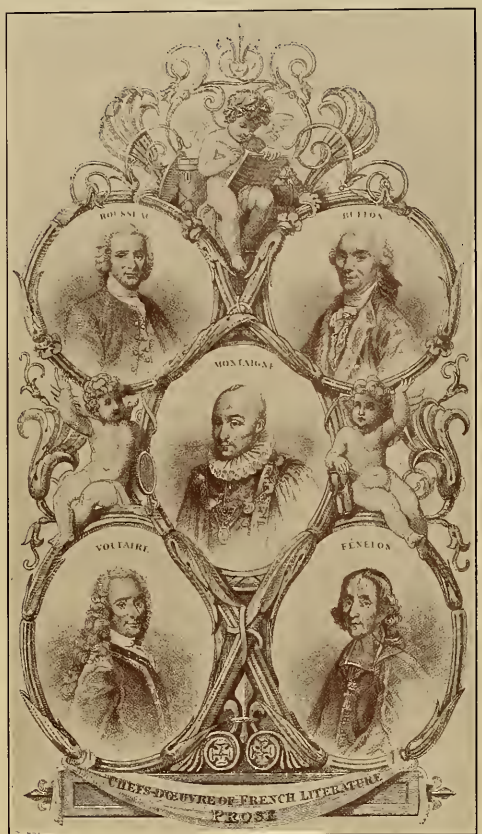
Williamsburg: Printed by Wm. Hunter, at the Post Office, by whom persons may be supplied with this paper. Advertisements of a moderate length for Three shillings for the first week, and Two shillings each week after.

With Hunter's death in 1761 the Gazette was enlarged, and published by Joseph Royle. On his demise it was conducted by Purdie and Dixon till the Revolution. It was managed by Purdie during the war.

NOTABLE NEWSPAPER FAMILIES.

Nearly ten years elapsed before another paper appeared in the colonies. Then William Bradford, grandson of the one who printed the Gazette in New York, issued the Pennsylvania Journal and Weekly Advertiser in 1742. Bradford was father of William Bradford, who was Attorney-General of the United States in 1794-5. This Bradford family, like the Franklins, had newspaper on the brain, as much so as De Foe had in the earlier part of the century in Scotland.

The Journal was established at an important era in American journalism—shortly before the passage of the famous Stamp Act. It was devoted to the interests of the colonies, and was a strong advocate of freedom from England. On the 31st of October, the day before the Stamp Act was to take effect, the pages of the Journal were inclosed in black lines, with a picture of a skull and cross-bones over the title, and with these words printed beneath: "Expiring: In Hopes of a Resurrection to Life Again." On the border of the first page was printed, "Adieu, Adieu, to the Liberty of the Press." On the last column of the third page were the words, "Farewell, Liberty."



A GROUP OF FAMOUS FRENCH WRITERS.

THE MARYLAND GAZETTE.

Another family of printers made their mark in the ranks of journalism during this interesting epoch. One of the Greens, famous in New England as far back in the annals of time as 1649, revived the Maryland Gazette, the original of which closed its career under Parks in 1736. It was revived in 1745 under the proprietorship of Jonas Green, who had, for many years previously, a printing office in Annapolis. The Gazette, thus re-established, continued with the exception of a brief suspension in 1765, in consequence of the odious Stamp Act, under the same name, and was published weekly by Mr. Green and his descendants until the year 1839, nearly a century, when, while in the hands of Jonas Green, the great-grandson of the original proprietor, it was discontinued, and the St. Mary's Gazette took its place. Any one can see a copy of this century newspaper in the Maryland State Library. Its original shape was quarto.

The Gazette was printed on the same press throughout its long career. On October 30, 1848, the St. Mary's Gazette said:

But few of our readers are aware, we expect, that the press upon which our little sheet is printed, is the oldest now in use in the United States, and probably in the world. Yet such is the fact. The press now used by us has been in almost constant service for more than a hundred years. Upon it was printed the Maryland Gazette, the earliest paper published in the province of Maryland, and one among the very first in America. Upon it also was printed the first volume of the laws of Maryland that ever appeared. It is constructed somewhat on the Ramage principle, and requires three pulls, though two were originally sufficient to produce a good impression. It is truly a venerable object.

THE NEW YORK EVENING POST.

The next in order of time, and the last in this epoch, was the New York Evening Post. Henry de Forrest issued the initial number in 1746. This paper lived about a year only.

Two newspapers, printed in German, appeared in Pennsylvania during this period. One was published by Sower, in Germantown, in 1739, and the other by Ambruster, in Philadelphia, in 1743. The German newspaper literature of the country has since increased to one hundred and forty-two superior journals printed in that language, some of which have daily circulations, like the Staats Zeitung, of New York. They are now a political and literary power in the United States.

This closes the colonial period of newspapers. They were imperfect and incomplete from a journalistic, as the colonies were from a national point of view. Only here and there, as in the case of Franklin and Fleet in Boston, of the Bradfords in Philadelphia, and Zenger in New York, did they exhibit any force or vitality, and in these few instances the sparks were nearly smothered in persecutions and imprisonment. But, happily, these sparks were only smoldering. They brightened up in the next epoch, and kindled the revolutionary fire of 1776, which made this a great nation of popular sovereignty and popular rights.

THE REVOLUTIONARY PRESS.

Revolution! 1748 opened the campaign for 1776. The Revolutionary press dawned upon the colonies. This was an important era in journalism and liberalism everywhere. Newspapers had been in existence for less than half a century. They were few in number. They were published in Boston, New York, Philadelphia, Annapolis, Williamsburg, Va., and Charleston, S. C. Nowhere else on this continent had a newspaper appeared.

These news centers had now become the revolutionary centers of America. The arbitrary acts of the agents of the home government, the Stamp Act, the persecutions of the Franklins and the Zengers began to re-act upon the people. The vigorous growth of a spirit of independence among the colonists began to develop itself in clubs and in newspaper offices. Sons of Liberty were active in Boston, New York and elsewhere. Men of brains became constant and fearless contributors to the press, and the result—the gun of Concord, "which was heard around the world"—was to startle the crowned heads of Europe.

Samuel Adams, of whom Napoleon borrowed the epithet he applied to England as a "nation of shopkeepers," established the Independent Advertiser in

1748. He was assisted by a club of ardent young rebels. It was full of free thought and free speech. The first number was printed on January 4 by Rogers and Fowle. Among its contributors was Jonathan Mayhew, the founder of Unitarianism in America.

This pioneer of the revolutionary press was managed with great skill and good sense for several years.

Sandwiched between the Advertiser and the next newspaper enterprise in New England was the New York Mercury, the publication of which was commenced by Hugh Gaine on August 3, 1752. With a short intermission it was continued in existence for thirty-one years, having been published till after the Revolution. After John Holt revived the Journal in 1767 Gaine added the name of Gazette to his paper, and it was called Gaine's New York Gazette and Mercury from that time.

THE ENTERPRISE OF HUGH GAINE.

Hugh Gaine was an Irishman and an industrious journalist. He not only collected his own news and set up his own types, but he did his own presswork, folded his own papers, and delivered them to his subscribers. No man could now accomplish so much.

Symptoms of the approaching political storm now began to show themselves more distinctly on the horizon. Thought and speech in coffee-houses and club-rooms became more free. Otis, the Adamses, Mayhews, Warrens and Quincys were bolder and stronger. But talk and pamphlets were not sufficient for the public mind. Something better was needed. On April 7, 1755, therefore, the real organ of the Revolutionary party, which brought about the great conflict of 1776, made its appearance. On that day the Boston Gazette and Country Gentleman was established by Edes and Gill. The Connecticut Gazette was started in New Haven on January 1 of that year, by James Parker, of New York, and John Holt, who migrated from Virginia, but the great organ of the Revolutionary party at that time was the Boston Gazette.

ORGAN OF SONS OF LIBERTY.

It was printed on two pages folio, on a crown half sheet. On its first appearance its title-page was decorated with two cuts—one representing an Indian with bow and arrow ready for instant use, evidently scouting; the other represented Britannia liberating a bird confined by a cord to the arms of France.

All the writers for the Independent Advertiser, with Samuel Adams at the head, became the brains of the Gazette. Indicative of the progress of events, the Gazette appeared in 1760 with a new device. This struck out Britannia, and, instead, represented Minerva holding a spear surmounted with the cap of Liberty in her left hand, seated at a pedestal on which was a cage. With her right hand she opens the cage and liberates the bird, which is depicted as flying towards a tree—the Tree of Liberty. This was ten years before the Boston Massacre, and fifteen years before the fight at Concord. The office of the Gazette was the resort of the leading spirits of that day.

The Stamp Act, the Boston Massacre, the Tea Tax, the closing of the port of Boston, the conduct of the British soldiers were the grievances which furnished the material for these brilliant writers to arouse the indignation of the colonists, and make rebels, patriots and freemen of them all. The most faithful description of the massacre in King street, Boston, on March 5, 1770, was given in the Gazette. The first anniversary of this massacre and outrage was observed in Boston in 1771, with great solemnity. It is thus described in the Gazette, which gives the reader a fair idea of the local reporting at that time:

Tuesday last was the Anniversary of the never-to-be-forgotten Fifth of March, 1770, when Messieurs Gray, Maverick, Caldwell, Car and Attucks were inhumanly murdered by a Party of Soldiers of the XXIXth Regiment in King Street: The Bells of the several Congregational Meeting-Houses were tolled from XII o'clock at Noon till 1: In the Evening there was a very striking Exhibition at the Dwelling House of Mr. PAUL REVERE, fronting the Old North Square; at one of the Chamber-Windows was the appearance of the Ghost of the unfortunate young Seider, with one of his fingers in the wound, endeavoring to stop the Blood issuing therefrom; Near him his Friends weeping; And at a small distance a monumental Obelisk, with his bust in Front; On the Front of the Pedestal were the Names of those killed on the Fifth of March: Underneath the following Lines,

Seider's pale Ghost fresh bleeding stands,
And Vengeance for his Death demands.

In the next Window were represented the Soldiers drawn up, firing at the people assembled before them—the Dead on the Ground—and the Wounded falling, with the Blood running in Streams from their Wounds; over which was wrote Foul Play. In the third Window was the figure of a Woman, representing AMERICA, sitting on the Stump of a Tree, with a Staff in her Hand and the Cap of Liberty on the Top thereof—one Foot on the Head of a Grenadier lying prostrate grasping a Serpent—Her Finger pointing to the Tragedy.

The whole was so well executed that the Spectators, which amounted to many Thousands, were struck with solemn Silence, and their Countenances covered with a melancholy Gloom. At nine o'clock the Bells tolled a doleful Peal, until Ten, when the Exhibition was withdrawn, and the People retired to their respective habitations.

THE ANCIENT WAY OF REPORTING.
The first reporter was a fleet-footed herald, who gathered the news as he ran and was capable of telling it intelligently.

But the vigor of the paper began to fall off. Occasionally the columns of the Gazette would flare up, like the aurora borealis, with a brilliant article, but the persistent energy of its early days, which did so much for the country, were dying out in the midst of the more active scenes in Congress and on the field. It continued to give the news, faithful accounts of the stirring and important events of that great epoch in the history of the world. But the close of the life of the Gazette belongs to the next period of journalism, and we will leave it till then.

JOURNALISM IN NORTH CAROLINA.

The North Carolina Gazette, which was issued in Newbern in December, 1755, was the next newspaper published in the colonies, and the first in the Old North State. It was printed about six years and then discontinued for a time. On the 27th of May, 1768, it was revived, and continued in existence till after the commencement of the war.

OLDEST OF EXISTING PAPERS.

The imprisonment of Daniel Fowle, in Boston, as the publisher of the Independent Advertiser, having disgusted him with the authorities of that province, he migrated, with printing material, to Portsmouth, N. H., where he established the New Hampshire Gazette in 1756. The Gazette is now the oldest paper in the Union which has been continued without interruption of issue or change of name. It has often had a second title, but never gave up the first. Number one was called "The New Hampshire Gazette and Historical Chronicle, containing the Freshest Advices, Foreign and Domestic." Among the material carried to Portsmouth by Mr. Fowle was a set of wood or metal cuts belonging to Aesop's Fables. One of these, the Crow and the Fox, adorned the head of his paper. For thirty years he published the Gazette. In 1785 it passed into the hands of Melcher and Osborn. Mr. Fowle died in 1787.

On the 22d of August, 1757, the Boston Weekly Advertiser appeared from the office of Green & Russell. After the second year its name was changed to Green & Russell's Post-Boy and Advertiser. Subsequently it was again altered, and it appeared as the Massachusetts Gazette and Post-Boy and Advertiser. In 1768 it was united with the News-Letter, but was disunited in 1769. In 1773 it was published by Mills & Hicks, and continued by them till 1775 when the war commenced. It soon after ceased to exist. It had several good writers on its staff of contributors, and an excellent advertising patronage for that period.

SOUTH CAROLINA'S THIRD PAPER.

South Carolina could now boast of its third newspaper. It was published in Charleston by Robert Wells in 1758, and was called the South Carolina and American General Gazette.

On the 12th of June, 1758, James Franklin, son of James Franklin who printed the Courant in Boston in 1721, and the Gazette in Newport in 1732, more successful than his father, established a newspaper, which, with the New Hampshire Gazette, should have Esto perpetua for their motto. In that year he issued the Newport (R. I.) Mercury, which is still in existence.

It was a seven by nine sheet, with a wood-cut representing Mercury flying over a ship and fort. With this device was the title of the paper, Newport Mercury, or Weekly Advertiser.

FRANKLIN'S PRESS IN BOSTON.

The press on which the elder James Franklin and his brother, Benjamin Franklin, so often worked in Boston, remained in the Mercury office over one hundred years. In 1859 it was sold to John B. Murray, Esq., he agreeing to place it in the patent office at Washington, or some equally public and safe place, the desire being to insure its preservation for future generations as the first press on which Benjamin Franklin worked. Mr. Murray decided in 1861 to present it to the Massachusetts Charitable Mechanics' Association on the one hundred and fifty-eighth anniversary of the birthday of Franklin. The press will be recognized as the original of the pront panel of the Franklin statue in front of the City Hall in School street, Boston.

The New London Summary was added to the list of newspapers on the 8th of August, 1758. Timothy Green was its publisher till 1763, when both paper and printer died.

The only newspaper printed in Delaware during this epoch was the Wilmington Courant, which was published for about six months in 1761 by James Adams, who introduced printing in that State.

The third paper in Rhode Island was published in Providence in 1762, and was named the Providence Gazette and Country Journal.

Away down South the next journalistic enterprise appeared. James Johnston, a native of Scotland, began the publication of the Georgia Gazette in Savannah on the 17th of April, 1763. It was published by Johnston for twenty-seven years, and was the only newspaper in that State before the Revolution.

On the death of the Summary the New London Gazette made its appearance. It was issued on the 1st of November, 1763. Its name was changed in 1773 to that of the Connecticut Gazette, and is the oldest paper in that State.

SPREAD OF REVOLUTIONARY SPIRIT.

On the 29th of October, 1764, a specimen number of the Connecticut Courant was published by Thomas Green "at the Heart and Crown, near the North Meeting House," in Hartford. The first regular issue of the paper, which has continued without interruption or change of name to the present time, was on the 19th of November, 1764.

On the 25th of April, 1768, Ebenezer Watson became a partner in the concern, and its sole publisher in December, 1770. On the 2d of March, 1770, Hudson and Goodwin were the publishers, Mr. Watson having died. Barzillai Hudson married the widow Watson and assumed her interest. Various changes have occurred since the first issue of the paper in the condition of the country and the press. In running over the early files of a century newspaper one can trace the growth of that sentiment which led to such great results on this continent.

NEED OF PAPER RAGS.

The proprietors of the Courant during the War of Independence erected a paper mill in Hartford, and made the paper on which they printed, and numerous appeals and entreaties are to be seen in the files of the paper to the people to save every scrap of rags or other material that could be converted into paper and take it to the Courant paper mill. The want of rags was the

great desideratum of the early publishers of newspapers.

Ten years later, when the war was in full force, the issue of newspapers was very irregular in consequence of the scarcity of paper.

Every effort was made to secure stock for the mills, and the publisher of the Massachusetts Spy of the 10th of November, 1780, appealed to the women of the nation in these words:

CASH IS GIVEN FOR LINEN AND COTTON AND LINEN RAGS AT THE PRINTING OFFICE.

It is earnestly requested that the fair Daughters of Liberty in this extensive country would not neglect to serve their country, by saving for the Paper-Mill all Linen and Cotton and Linen Rags, be they ever so small, as they are equally good for the purpose of making paper, as those that are larger. A bag hung up in one corner of a room, would be the means of saving many which would be otherwise lost. If the Ladies should not make a fortune by this piece of economy they will at least have the satisfaction of knowing they are doing an essential service to the community, which with Ten Shillings per pound, the price now given for clean white rags, they must be sensible will be a sufficent reward.

ISAIAH THOMAS.

About the time the Courant was started in Hartford, Andrew Stewart, who had opened a printing office in Wilmington, N. C., issued a newspaper in that place. He named it the Cape Fear Gazette and Wilmington Advertiser. It was first issued in 1763, and lived till 1767.

The second newspaper of New Hampshire made its *debut* in Portsmouth, which was the important commercial center of that State, a thrifty little place with a history attached to it. The new aspirant for journalistic honors was entitled the Portsmouth Mercury and Weekly Advertiser. It was born in 1765 and died in 1768.

THE MARYLAND GAZETTE.

The Maryland Gazette, started in the last epoch, now loomed up under the inspiration of Charles Carroll, of Carrollton. In March, 1765, the famous Stamp Act was passed in Parliament, by which all instruments in writing were to be executed on stamped paper, to be purchased of the agents of the English Government, and all offenses against the act were to be tried in any royal marine or admiralty court in any part of the colonies, no matter how distant from the place of offense, thus interfering with the right of trial by jury.

On the 29th of May, of that year, when Washington occupied a seat in the House of Burgesses of Virginia, Patrick Henry rose and introduced his celebrated resolutions declaring that the General Assembly of that State had the exclusive right and power to lay taxes and impositions upon the inhabitants thereof, and whoever maintained the contrary was an enemy to the colony. On the speaker's objecting to them as inflammatory, Henry vindicated them in a clear exposition of colonial rights, and how they had been assailed, closing with that brilliant flight which startled the House and was heard throughout the colonies: "Cæsar had his Brutus; Charles his Cromwell, and George the Third— (Treason! Treason! from the neighborhood of the chair) may profit by their examples. Sir, if this be treason (bowing to the speaker), make the most of it!"

HENRY'S RESOLUTION ADOPTED.

After some slight modifications to meet the objections of the speaker, the resolutions were adopted. Fauquier, the Governor, alarmed and indignant, dissolved the Assembly, but it was too late. The resolutions appeared in full in the next number of the Maryland Gazette, accompanied with an article strongly approving them.

CHAS. CARROLL AS A JOURNALIST.

Charles Carroll was then one of the writers for the Gazette, and a member of the Assembly of Maryland. Educated at St. Omer and Bourges, he returned home at this critical period in our history, and, with no very strong attachment for England, he indorsed these resolutions with his signature and had them published. Thence they run through the colonies. They were printed in Benjamin Franklin's Pennsylvania Gazette; then in the Newport Mercury, which number was instantly suppressed as a traitorous publication; then the South Carolina Gazette, the American General Gazette, and the Gazette and Country Journal, all printed in Charleston, published them.

When they appeared in Massachusetts, the Sons of Liberty took them up and indorsed them; and the comments of John Adams, which were published in the Boston Gazette, were afterward printed in pamphlet form in London. Efforts were made, without success, to have it suppressed by act of Parliament, on the plea that the language was traitorous and seditious. The Stamp

JEAN PAUL MARAT,
Established a "People's Paper" in France, in 1768.

Act was repealed, but the revolutionary ball was opened. All this was accomplished by the few newspapers then in existence, and in the hands of bold and patriotic men.

The Gazette and Country Journal was established in Charleston, S. C., by Charles Crouch, in 1765, in special opposition to the Stamp Act. It was his widow, Mary Crouch, who, twenty years later, moved to Salem and started one of the Gazettes there with the type used by her husband in Charleston.

THE CONSTITUTIONAL COURANT

There was published in New Jersey, in 1765, on Saturday the 21st of September, a paper under the title of The Constitutional Courant. It was printed in Burlington "by Andrew Marvel, at the sign of the Bribe refused, on Constitution Hill, North America." The real printer, however, was William Goddard, who afterward published the Pennsylvania Chronicle and Universal Advertiser. The Constitutional Courant was sold in the streets of New York and produced a sensation. It was noticed by the Government. There was a "council of war" on the paper. One of the "newsboys" of that day, Samuel Sweeney—there are many of that name nowadays—on being asked by one of the council "where that incendiary paper was printed," answered, "At Peter Hassenclever's Iron Works, please your honor." Only one number was issued, but that number made its mark.

VIRGINIA LAGGED BEHIND.

Virginia was very backward in the encouragement of newspapers. Indeed, from the earliest period she discouraged free-schools and printing alike. Settled first of the American colonies, she was from half a century to a century behind Massachusetts in material progress. It was ninety years after the introduction of printing in Massachusetts that the art was carried into Virginia. Sir William Berkeley, the Governor of that province for nearly forty years, said in 1661:

"I thank God we have no free-schools nor printing, and I hope we shall not have these hundred years; for learning has brought disobedience, and heresy, and sects into the world, and printing has divulged them and libels against the Government."

But in spite of these drawbacks, several very excellent newspapers, for one or two of which the Wise family have written some brilliant articles, have existed in Virginia. One, it will be recollected, was established in the first epoch, and now we have to chronicle another, called by the familiar name of Virginia Gazette, the first number of which was issued in 1766. In May, of that year, the new Gazette appeared with this imprint:

Williamsburg: Printed by William Rind, at the New Printing Office, on the Main Street. All persons may be supplied with this Gazette at 12s. 6d. per year.

Its title was "The Virginia Gazette, published by authority; open to all parties, but influenced by none." The arms of the colony formed the device with the title.

THOMAS JEFFERSON'S GAZETTE.

Thomas Jefferson was the prime instigator in the establishment of the second Gazette. In consequence of the other Gazette being entirely under the influence of the Governor, the author of the Declaration of Independence saw the necessity of another newspaper. Jefferson said: "Till the beginning of our revolutionary disputes we had but one press, and that, having the whole business of the Government and no competitor for public favor, nothing disagreeable to the Governor could find its way into it. We procured Rind to come from Maryland to publish a free paper." William Rind published that paper till his death in 1773.

It is stated that the first printed statement of the adoption of the Declaration of Independence of the Fourth of July by Congress was made in the Virginia Gazette of the 19th of July, 1776, and then only a synopsis was given. The document in full was first published in the Gazette on the 26th of July. The fact of the passage of the Declaration was known by private letters as early as the 10th or 12th of the month.

There were published in Virginia at the beginning of the Revolution two newspapers only, while in Massachusetts there were seven, and four in New York.

CHARLOTTE CORDAY,
Who assassinated Marat because of riotous articles in his paper.

BIRTH OF NEW YORK JOURNAL.

On the 29th of May, 1767, John Holt commenced the New York Journal, or General Advertiser. It was brought into existence under the inspiration of Geo. Clinton and Philip Schuyler, two leaders of the Revolutionary Party.

The Journal was a zealous advocate for the cause of America during the Revolution. It maintained its ground until the British army took possession of the city of New York in 1776, when the publisher removed to Kingston, which was called Esopus, and revived the paper there in July, 1777. When Esopus was burned by the British in October of that year, Holt removed to Poughkeepsie, where he published the Journal until the termination of the war.

The government in New York, as in Boston, sought to use the press to counteract the influence of the press. Without much difficulty they obtained control of the Royal Gazetter, which was established by James Rivington originally in 1762. It was managed with more skill and tact than the Chronicle, also a royal organ, was managed in Boston by John Mein. The principal contributors of the Gazetter were Attorney General Seabury; Isaac Wilkins, a man of talent and influence; the Rev. Samuel Chandler.

The Connecticut Journal and New Haven Post-Boy made its debut in October, 1767. It was printed by Thomas and Samuel Green till 1799. New Haven Post-Boy was dropped from its title in 1775. It was published by Thomas Green & Son till 1809, and was a strong Whig paper, and helped along the Revolution. The paper is still in existence.

On December 21, 1767, the Boston Chronicle, mentioned in connection with the Royal Gazetteer, was brought out under the auspices of the English authorities by Mein and Fleming. On its appearance it created quite a sensation by its literary character and fine typographical arrangement.

The Pennsylvania Chronicle and Universal Advertiser was next issued. It was published in Philadelphia in 1767 by William Goddard who, it will be recollected, created a sensation in New York in 1765 by throwing a political bomb into the streets of that city in the form of the Constitutional Courant.

THE SALEM ESSEX GAZETTE.

One of the oldest papers now printed appeared in Salem, Mass. and was called the Essex Gazette. On August 5, 1868, the Salem Gazette gave an interesting account of its life of a hundred years. Without much enterprise it has maintained its respectability during this long period of time, in which a great Republic has been born and grown to greatness.

The Essex Gazette was published by Hall in Salem till May, 1775, when, on the recommendation of the leading supporters of the Whig Party, the material was taken to Cambridge, where it was issued under the name of the New England Chronicle, or the Weekly Gazette, and became an influential supporter of the independence of the nation. In 1776 the office was again moved to Boston.

When the paper was brought out in Boston the second title was omitted. Shortly after the Chronicle was sold to Powers and Willis. Hall, subsequent to the sale of the Chronicle, still retaining the name of Gazette, returned to Salem, where he found, in 1781, a paper of that name which had just been brought out by Mrs. Crouch. She had issued thirty-five numbers. On the arrival of Mr. Hall in October of that year, the two Gazettes were united, and the publication of the consolidated paper, under the title of the Salem Gazette, was continued by Hall till November 22, 1786, when he returned to Boston in consequence of the obnoxious tax on newspaper advertisements, and the general decline in trade, which deprived him of nearly three-fourths of that necessary branch of newspaper business. But the Gazette still lives, as our pages will show.

There is an old English press in the attic of the Gazette office that is covered with the dust and cobwebs of tradition. It was a part of Mr. Hall's material, and the story is that the Essex Gazette was printed upon it over a hundred years ago.

The pre-Revolutionary newspapers were so few in number that it is our desire to mention each one. A paper called the New York Chronicle was issued in 1768 by Alexander and James Robertson. It did not long survive, and very little is known of its affairs.

On the 13th of October, 1769, the third paper in North Carolina was published. It was printed by Adam Boyd,

at Wilmington, and named the Cape Fear Mercury.

THE REVOLUTIONARY CRISIS.

Important events were now culminating in America. Nearly all the leading men had become editors, pamphleteers, and agitators. All others readers and believers. The press wielded an irresistible power.

Quite a remarkable newspaper came into existence at this time, which, with the Gazette, and others then in circulation, gave great aid and comfort to the prevailing sentiment of the people. In July, 1770, Isaiah Thomas, in connection with Zechariah Fowle, issued the Massachusetts Spy, named after several of the earlier papers in England bearing the title of Spye. Three months' experience led to a dissolution of the partnership, Thomas continuing the paper alone and increasing its size to four pages and publishing twice a week. After three months more of trial it was changed to a weekly paper.

On the 7th of March, 1771, it adopted for its motto "Open to all parties, but influenced by none." Although the editor apparently made no effort to be neutral and impartial in the political character of his columns, and published communications from each side, it was evident to his readers that Thomas was a Whig and was heartily and cordially with the people. This soon became patent to his Tory patrons and they withdrew their support. The Spy then came out fully and boldly for the Revolutionary Party. Mean attempts were made to crush the paper by threats of libel suits and personal violence, and the Government officers refused to allow Thomas the privileges of the custom house to obtain the arrivals and departures of vessels.

THE SPY "THE SEDITION FOUNDRY."

The office of the Spy was styled "the sedition foundry" by the Royalists, and Joseph Greenleaf was dismissed from the office of Justice of the Peace for writing for the paper. On the 8th of October, 1772, nearly three years before the fight at Concord, he closed an article in this bold manner:

Should the liberty of the press be once destroyed, farewell the remainder of our invaluable rights and privileges. We may next expect padlocks on our lips, fetters on our legs, and only our hands left at liberty to slave for our worse than Egyptian taskmasters, or—or—RIGHT OUR WAY TO CONSTITUTIONAL FREEDOM.

The government made great efforts to counteract the influence of the Boston Gazette, and such writers as the Adamses and the Quincys, and the Spy with its staff of contributors, became more bold and resolute. The authorities then fell back entirely on the old News-Letter, which was called the Massachusetts Gazette and Weekly News-Letter. All the Tory writers concentrated their power on this paper.

It was in 1774 that Thomas introduced an emblem borrowed from the Constitutional Courant of 1765, which represented a snake divided into nine parts, one part denoting New England, and each of the remaining parts denoting the other colonies—the Immortal Thirteen in all. Over this, in large letters extending the entire width of the page, was the motto "Join or Die." This device had created a sensation in the streets of New York nine years previously. It increased the excitement in 1774.

More British troops having landed in Boston, the place became too warm for Thomas. Threats of personal violence were uttered against him by some of the red-coated soldiers. He was on the list of twelve, with Samuel Adams and John Hancock, who were to be summarily executed when taken. To avoid this difficulty and unpleasantness, and to do more good with more safety, he sent his type and press across the Charles River on the night preceding the eventful day of the affair at Lexington and Concord, and had them conveyed to Worcester. The last number of the Spy was printed in Boston April 6, 1775.

THOMAS MOVES TO CAMBRIDGE.

On May 3, 1775, the Spy made its appearance in Worcester. Its motto, in large type, over the title of the paper was "Americans! Liberty or Death! Join or Die!" Six years later the title of the paper was changed to Thomas' Massachusetts Spy, or Worcester Gazette, with yet a new device and another motto: "The noble Efforts of a Virtuous, Free and United People, shall extirpate tyranny, and establish Liberty and Peace."

The Spy continued its powerful support of the Union and the patriotic measures of the people and of the Revolutionary party, till it saw the independence of the country acknowledged and its journalistic efforts fully secured and rewarded.

SIR JAMES MACKINTOSH,
A journalist whom the great Napoleon sued for libel.

The Robertsons, who published the Chronicle in New York in 1768, established the Post-Boy in Albany in 1772.

In speaking of the New York Journal and its controversy with the Royal Gazetteer, it was stated that the publication of the latter was commenced in 1762. It became notorious in the colonies, and especially in New York, during the Revolutionary conflict. It was first called Rivington's New York Gazetteer, or the Connecticut, New Jersey, Hudson River and Quebec Weekly Advertiser, and was established in April, 1762, by James Rivington. Rivington afterward returned to London and obtained the appointment of King's printer for America. When he came back with new type, new presses and renewed energy he re-established his paper under the name of Rivington's Royal Gazette.

NEW YORK'S FOUR NEWSPAPERS.

While New York was occupied by the British troops, four papers were published in that city. In order to have a newspaper issued daily, the proprietors made an arrangement by which one was published every day, except Sunday and Tuesday, of each week, in the following manner:

Rivington's Royal Gazette, Wednesdays and Saturdays; Hugh Gaine's Gazette, or Mercury, Mondays; Robertson, Mills and Hicks' Royal American Gazette, Thursdays; Lewis' New York Mercury and General Advertiser, Fridays.

These papers were all published under the sanction of the British commander-in-chief, but none of the printers assumed the title of "printer to the King," except Rivington, who had a government appointment.

When the war was about to close Rivington threw away the appendages of royalty. The arms of Great Britain no longer appeared on his office. It was no more the Royal Gazette, but a plain Republican newspaper,, entitled Rivington's New York Gazette and Universal Advertiser.

Although Rivington discontinued the Gazette soon after the peace of 1783, he uninterruptedly traded largely in books and stationery for several years subsequent to that period. He finally failed in that business, and retired. He died in July, 1802, at the age of seventy-eight. One of the old thoroughfares of New York City is still named Rivington street.

In August, 1773, the Maryland Journal and Baltimore Advertiser appeared. It was published by William Goddard, the old printer of the ephemeral and sensational Constitutional Courant at "Peter Hassenclever's Iron Works," and the Pennsylvania Chronicle in 1767. Goddard was one of the itinerant journalists of his day.

The Norwich (Conn.) Packet was published for the first time in October, 1773.

Isaiah Thomas, like Franklin, and Goddard, and Parks, and Rind, did not confine his enterprise to one paper. He established others wherever he thought he could accomplish anything. On December 4, 1773, he issued the Essex Journal and Merrimack Packet, or the Massachusetts and New Hampshire General Advertiser.

NEW JERSEY'S FIRST NEWSPAPER.

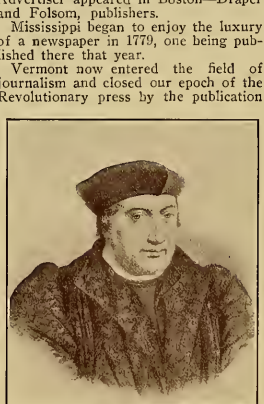
The first regular newspaper issued in New Jersey was published there on December 3, 1777, the New Jersey Gazette. In 1758 James Parker, the New York printer, established a literary periodical called the New American Magazine, which was edited by Samuel Nevil, a judge of the Supreme Court of that State, who had been editor of the London Evening Post. The first newspaper was published in 1777 by Isaac Collins, an enterprising Quaker, who had been a printer for a number of years in that remarkable and respectable province.

The New Jersey Journal was established at Chatham, N. J., in 1778, by David Franks, and was continued until the close of the Revolution. Franks afterward removed to New York, where he issued a weekly paper. He also published, with Shepard Kollock, the first directory of that city.

On June 15, 1778, the first number of the Independent Ledger and American Advertiser appeared in Boston—Draper and Folsom, publishers.

Mississippi began to enjoy the luxury of a newspaper in 1779, one being published there that year.

Vermont now entered the field of journalism and closed our epoch of the Revolutionary press by the publication



MARTIN LUTHER.
Genius of the Reformation.

of the Vermont Gazette, or Green Mountain Post-Boy, in 1781. It was printed at Westminster, by Judah Paddock Spooner and Timothy Green. The establishment was removed to Windsor in 1783.

The forty-nine newspapers which were established in the colonies from 1748 to 1783 were all weekly or semi-weekly publications. One paper had been started as a tri-weekly, but failed on that plan, and was then issued semi-weekly, and finally as a weekly.

THE POLITICAL PARTY PRESS.

The printer and the press had now ceased to be martyrs in England and America. The time when journalists were dragged through the streets to Tyburn, or had their ears cut off as had Prynne, or put in the pillory as was Defoe, or had their papers burned by the common hangman as was Zengers, had passed with the Anglo-Saxon race. There was now greater latitude in the United States. Some of the best intellects of the country continued their contributions to the newspapers in the interests of the organization of society, of parties, of politics, of literature and of religion. It was time to place the nation on a solid foundation, and newspapers were necessary to accomplish this desirable result.

Scarcely had the echo of the last hostile gun of the Revolution died away when the country became divided into two great political camps, with newspapers as their needle-guns, and pamphlets as their chassepots. Editors were free of prison; they were in no danger of having their ears cut off; they could fight duels; they had their legal rights, and could discuss the great questions that agitated the public mind, but they were bound to party. Independence of opinion and expression, outside of party, was political and financial ruin.

When the Independence of the United States was acknowledged in 1783, the people, solid and compact during the war, began to disintegrate, and, from a grand Revolutionary party, with one sublime object in view, there came two political parties. Each was a safety-valve to the country; each was honest and patriotic in its purposes, but each entertained different views on the policy and form of government deemed best for the republic.

SURVIVORS OF THE REVOLUTION.

Of those papers that passed through the fire of the Revolution and entered the new political arena, the New York Journal, the New York Packet, the Massachusetts Spy, the Boston Gazette the Newport Mercury, the Connecticut Courant, the Maryland Gazette, the Boston Independent Chronicle, the Salem Gazette, the New Hampshire Gazette, the Pennsylvania Gazette, the Pennsylvania Journal, were the most prominent. Other journals were soon established, and many of the most distinguished men, who afterwards held high positions, started in political life and distinction with these papers.

The several New York journals which were removed from that city during its occupancy by the British troops were returned to their old quarters on the conclusion of peace. Among others was the New York Journal, published by John Holt under the new name of the Independent Gazette, or the New York Journal revived.

The New York Packet, published as a weekly by Samuel Loudon, returned to New York with the others. Shortly after its reestablishment it became a daily and was continued as such for several years. It was called, as late as 1793, the Diary, or Loudon's Register. The Packet was the political opponent of the Journal, and strongly advocated the Federal cause and the adoption of the Constitution.

THE MASSACHUSETTS SENTINEL.

The most influential and enterprising paper in Massachusetts after the Revolution was the Massachusetts Sentinel and the Republican Journal, started as a semi-weekly by Warden and Russell in 1784, and managed for forty-two years by Major Benjamin Russell, who was the master spirit of the establishment. Its first number was issued on the 24th of March.

The Sentinel was in favor of protection to all domestic manufactures. The British factors and agents made great efforts to establish themselves in the United States. After having lost the country they endeavored to save the trade.

In 1830 the New England Palladium, and in 1836 the Boston Gazette, were merged with the Sentinel. In 1840 the Sentinel disappeared in the embrace of the Boston Daily Advertiser.

That Methuselah of newspapers, the

New Hampshire Gazette, was started in the last century and still lives.

In 1847 the N. H. Gazette and Republican Union was published by William P. Hill, who began in March and remained till Aug. 13, 1850, when he was succeeded by Gideon Rundlett.

The Connecticut Courant, which became the property of Hudson and Goodwin in 1779, was printed by them till Nov. 21, 1815, when George Goodwin & Sons appeared as printers. The paper remained in the hands of the Goodwin family until Sept. 12, 1836, when it passed into the hands of John L. Boswell, and was published by him until Jan. 1, 1850. In 1865 the firm was again changed and the paper published by A. N. Clark & Co. At the conclusion of the Revolution the Independent Chronicle of Boston became the property of Adams and Nourse.

The Chronicle bitterly denounced the Society of Cincinnati, which was then being formed.

Cambridge, by a formal vote at a town meeting in 1784, endorsed the remarks of the Chronicle by instructing their representative in General Court to use his endeavors to have the Society of Cincinnati suppressed. The Chronicle was an organ of the Republican party, which was the foe of England and strongly in favor of France. In 1793 the paper was issued twice a week.

CAREER OF THE CHRONICLE.

The Sedition Law, restricting the liberty of press, and of speech especially, aroused the opposition party and caused great indignation in all newspaper offices. There were about two hundred papers published in the country at that time. The Chronicle powerfully opposed the obnoxious law, and was prosecuted under the provisions of the Sedition Act in the Federal Circuit Court.

On the 1st of May, 1799, the Chronicle was purchased by James White, and Ebenezer Rhoades was selected as editor and printer. On the 1st of May, 1800, the paper became the property of Rhoades and the bookkeeper, Adams, who had been imprisoned for libel of the Legislature.

The Chronicle, true to its Democratic sentiments, zealously advocated and supported the war with England in 1812-15. The publication of the paper was continued by Rhoades and Adams till the death of the latter, and then by Rhoades till 1819, when it became the property of Davis C. Ballard and Edmund Wright, Jr., publishers of the Boston Patriot, with which paper it was united. In 1832 the Patriot was merged with the Daily Advertiser.

Another newspaper which survived the Revolution and stands in peculiar contrast with its unsuccessful contemporaries, is the Salem Gazette. It was revived in October, 1786, by John Dabney and Thomas C. Cushing. William Carlton joined Mr. Cushing in 1794 and remained till 1797. In 1800 Mr. Carlton commenced the publication of the Salem Register.

The Gazette was published by Mr. Cushing from October, 1786, to January, 1823. He then transferred the establishment to Caleb Cushing and Ferdinand Andrews. On the 1st of April, 1825, Caleb Foote bought Cushing's share in the concern. In October, 1826, Andrews sold his share to William Brown and removed to Lancaster, where he published a paper for several years. He afterwards assisted in the establishment of the Boston Traveler.

THE FIRST DAILY NEWSPAPERS.

The first daily newspaper published in the United States was the American Daily Advertiser, issued in Philadelphia in 1784, by Benjamin Franklin Bache. When the seat of the National Government was in Philadelphia it shared the confidence and support of Jefferson with the National Gazette. It was strong in its opposition to the Federal section of the administration of Washington, and to all the measures originating with Hamilton. Zachariah Poulson became its proprietor and publisher in 1802, and it was known as Poulson's Advertiser. He continued its publisher till October 28, 1839, when the establishment was sold to Brace and Newbold, the publishers of a new paper called the North American. The name after that was the North American and Daily Advertiser. The Advertiser came from the Pennsylvania Packet, published by Dunlap and Claypole. Its character resembled that of Poulson, its proprietor, and was very slow and very respectable. Poulson died in Philadelphia July 30, 1844.

NEW YORK'S FIRST DAILY.

The New York Daily Advertiser, the second daily to be published in the United States, appeared in 1785. It was launched by Francis Childs & Co. in March of that year. It had a little unpleasantness with the Journal. Colonel Oswald, of the latter, charged the Advertiser with a design to injure Widow Holt, of the Journal, and quite a newspaper quarrel grew out of the affair.

The first paper printed in Maine was the Falmouth Gazette and Weekly Advertiser, on the 1st of January, 1785. It was published by Thomas B. Wait and Benjamin Titcomb. In 1786, when Portland, a part of Falmouth, was incorporated, Wait changed the name of the paper to the Cumberland Gazette. Titcomb shortly after commenced the publication of the Gazette of Maine. It was discontinued in 1796. The Eastern Star was established in Hallowell that year. Elijah Russell, in 1798, issued a paper in Fryeburg, where Daniel Webster taught school a few years later. This paper was known as Russel's Echo, or the North Star—a queer combination of names.

A daily newspaper called the Daily Courier was launched in Portland, Oct. 13, 1829. It was edited by Seba Smith, Jr., the original Jack Downing, of Downingsville. The Daily Evening Advertiser, the second daily paper in Portland, published by John and William E. Edwards, made its appearance Jan. 5, 1831. It was in this office that James and Erastus Brooks, of the New York Express, started as journalists. The Advertiser afterwards published a morning edition but it was discontinued in 1869. In an obituary notice of William Bartlette Sewall, who died in Kennebunk, in 1869, it was stated that he became editor of the Advertiser in 1833, and held that position for several years.

THE HAMPSHIRE GAZETTE.

One of those veteran newspapers that seem to live through all time without much change is the Hampshire Gazette, published in Northampton, Mass. William Butler issued the first number on Sept. 6, 1786. In the midst of the excitement growing out of Shay's Rebellion, when meetings were held at which the supposed grievances of the people were strongly expressed, it became necessary to establish a paper to convey information to the people in the interest of the Government, and to stem the current of popular insubordination. The Hampshire Gazette was the paper thus established. Among the writers for its columns were Caleb Strong, afterwards Governor of the State; the Rev. Joseph Lyman, and Major Hawley. It became the duty of patriots in the infancy of the republic to crush at once the schemes of the demagogues, who appeared at the end of the Revolution, and took advantage of the scarcity of money and the heavy taxes to excite the people to revolt. It was only by means of newspapers that this could be effectually accomplished.

PITTSBURGH'S FIRST PAPER.

The Pittsburgh (Pa.) Gazette, the first newspaper printed west of the Alleghany Mountains, appeared July 29, 1786, and in 1796 the Post was issued. There are now printed in that city ten or eleven daily papers, three or four of which are German. The Oracle of Dauphin, issued in Harrisburg in 1791, was the first newspaper to be established in that place. John Wyeth was its editor, and the late chief justice of Pennsylvania, Ellis Lewis, and Senator Simon Cameron were his apprentices. The first paper printed in Kentucky was issued by John Bradford at Lexington in 1786.

The Herald of Freedom and Federal Advertiser, published twice a week by Freeman and Andrews, made its appearance in Boston, Sept. 15, 1788. It was only remarkable for its advocacy of Hancock for Governor in opposition to Bowdoin, and for the fact that it was defendant in the first libel suit tried in Massachusetts after the Revolution. This occurred in 1791 and was based upon a savage attack made by the paper on a member of the Legislature. The case was decided in favor of the newspaper. Harrison Gray Otis, one of the most brilliant men of his day, was counsel for the editor.

OLD "CHESHIRE CHEESE" RESTAURANT.
This is the eating place in which the greatest English writers met and dined.

The United States Gazette was started in New York in 1789 by John Fenno, of Boston. Its original name was the Gazette of the United States. It was first issued in New York, because the seat of the National Government was then in that city. When Congress removed to Philadelphia, in 1790, the Gazette went with that body. In 1792 it was the special organ of Alexander Hamilton, the Secretary of the Treasury, and his friends, and made furious attacks on the Jacobins of that day. Thomas Jefferson, in a letter to a friend in Paris, thus spoke of this paper and its opposition:

> The Tory paper, Fenno's, rarely admits anything which defends the present form of government in opposition to his desire of subverting it, to make way for a king, Lords Commons. There are high names here in favor of this doctrine. Adams, Jay, Hamilton, Knox and many of the Cincinnati. The second says nothing: the third is open. Both are dangerous. They pant after union with England, as the power which is to support their projects, and are most determined Anti-Gallicans.

Fenno died of yellow fever in 1798, in the same year with Bache of the Aurora. He was succeeded by his son, John Ward Fenno, in the management of the Gazette. It was subsequently conducted, at different periods, by Caleb P. Wayne, Elihu Chauncey, Enos Bronson and Joseph R. Chandler.

THE NORTH AMERICAN.

When the newspapers of New York experienced a revival in 1844, 1845 and 1846 the journals of Philadelphia partook of the excitement. The most spiritedly managed newspaper in Philadelphia at that time was the North American. It was first issued in 1839, as already stated, absorbing the old Advertiser in that year. It afterward passed into the hands of Childs and Fry, taking in the Commercial Herald in 1840. Afterward it was taken over by George R. Graham, well known as the publisher of Graham's Magazine, and Alexander Cummings, who subsequently published the Evening Bulletin of Philadelphia, and spent $200,000 in establishing the New York World as a religious newspaper.

It was the North American that inspired the other journals of Philadelphia to great efforts, and helped to infuse more energy and hope in the Tribune of New York. The amiable George H. Hart and old partner of Chandler's in the United States Gazette, made frequent visits to New York in the news competition period; but so largely increased had the expenses of the papers become by this fresh energy in their management that the venerable Chandler felt constrained to retire from journalism, and in 1847 he disposed of his entire establishment to the proprietors of the North American for $45,000, and the two names and the two papers were merged in one.

The North American can claim to be, by purchase, the oldest daily paper published in the United States, although its own age dates back only to 1839.

THE WESTERN PRESS.

The introduction of newspapers in the new settlements of America was at first as slow and difficult as the introduction of printing was in the fifteenth century.

The post-office and the press were almost as intimately connected in their relations in the West as in the East when John Campbell, the postmaster of Boston, started the News-Letter. On the 9th of November, 1793, the Centinel of the Northwestern Territory, somewhat of a high-sounding title, was founded in Cincinnati by William Maxwell, who was the second postmaster of that town. This was the first newspaper and the first printing office established north of the Ohio River in what was then called the Northwest. The Centinel was subsequently removed to Cincinnati.

In 1799 another paper, the third in that wild region, was established. Its title was the Western Spy and Hamilton Gazette. The name of this paper was changed in 1823 to the National Republican and Ohio Political Register. In November of that year the Independent Press and Freeman's Advocate was united with the Republican.

On the 9th of December, 1804, the Liberty Hall and Cincinnati Mercury appeared, and was published for eleven years, or until it was consolidated with the Gazette, which had been started in 1806. The Gazette was one of the most remarkable papers, its first great reputation having been acquired while under the editorial management of Charles Hammond.

The West now began to show rapid, material development. The Cincinnati Press gave us the particulars of the appearance of the first steamboat on the Western waters. It was in the Gazette, somewhere about 1820, we believe, that Captain John Clewes Symmes presented his curious theory of the formation of the earth and other planets, and "Symmes's Hole" was as famous then as the astronomical discovery by Secretary Boutwell of the "Hole in the Sky," which he demonstrated with so much clearness on the celebrated impeachment trial of Andrew Johnson.

Isaac C. Burnet, brother of Judge Jacob Burnet, was editor of the Gazette in 1822, and had been such for several years. He sold his interest to Benjamin F. Powers, a brother of Hiram Powers, the sculptor.

CINCINNATI'S NEWSPAPERS.

There was another paper of note in Cincinnati called the Inquisitor and Cincinnati Advertiser, which was launched June 22, 1818, by Cooke, Powers and Penny. In 1825 the political status of the newspapers in Cincinnati became defined. The Gazette, under Hammond, was Whig, and the Advertiser, under Dawson, was Democratic. These journals became bitter foes, and the warfare between Hammond and Dawson was a relentless one. Oceans of ink were wasted in the conflict.

Another attractive paper in Cincinnati was the Commercial, which was established by Greely Curtis, in 1845. This paper was conducted with much tact, ability and courage. Its correspondence from Washington and elsewhere showed a true conception of journalism. One of its correspondents at the National Capital was placed under arrest in 1870 for the premature publication of the treaty made by the Joint High Commission of England and the United States.

SOME EARLY EDITIONS.

Among the early editors of Cincinnati was E. S. Thomas, a nephew of Isaiah Thomas, in whose office in Worcester, he served his apprenticeship. The former edited the City Gazette in Charleston, S. C., from 1809 till 1817. He established the Commercial Daily Advertiser in Cincinnati early in 1829, and was a supporter of Andrew Jackson till toward the close of his final term.

The Ohio Repository was established in Canton, Stark County, in 1814. It was started by John Saxton, who continued to work as compositor and writer from that time till his death, early in 1871. When the news reached the office of the Repository, in September, 1870, of the victory of the Germans at Sedan, Saxton copied from his files of more than half a century previous an account of the defeat of the French at Waterloo, and the surrender of Napoleon I. to the Germans and English in 1815, and placed it with that of the surrender of Sedan and Napoleon III. in parallel columns.

The Ohio Statesman was once a power in Ohio. It was a wing of the Democracy in the West. What the Patriot was in New England, the Argus in New York, and the Enquirer in Virginia, the Statesman was in the Northwest. The Statesman for a time was under the management of Charles C. Hazewell. While he had charge of the Statesman he published one number of the Western Review. This number contained nearly three hundred pages of original matter. He wrote every article and every line.

Indiana followed Ohio. The first paper was published in that State in 1808, at Vincennes. In 1840 the famous Chapman was editor of the Indianapolis State Sentinel. During the notable campaign resulting in the election of General Harrison he received false reports of the success of the Democracy. He ordered a wood cut of an enormous rooster to be inserted in his paper, and wrote to his brother to "Crow, Chapman, crow!" When the correct returns changed the political aspect, poor Chapman became the target of his opponents, but he survived the attacks, was a successful editor, but was always known as "Crow, Chapman, crow."

BIRTH OF ST. LOUIS REPUBLICAN.

Missouri came next. The leading paper in that State seemed to be the St. Louis Republican, which was established in 1808. When its first issue appeared St. Louis was a small trading post, and Missouri had not become an organized trading territory. The Republican was eight by thirteen inches in size, and chronicled the weekly and daily growth of the Great West, with St. Louis as its center. St. Louis has now become a great city, the fourth in rank in the Union, with a population of 310,864, and Missouri the fifth in rank of the forty-eight States. One of the editors of the Republican was Judge William S. Allen, who died in 1868. He was editor of the Newburyport Herald in 1835, and went to Missouri in 1837. The Republican was purchased in 1838 for $28,000.

The other leading journal of that State and that section is the St. Louis Democrat, Republican in politics, which was recently sold for $156,100. J. B. McCullogh, at one time editor of the Cincinnati Enquirer, was once editor-in-chief.

THE CHICAGO NEWSPAPERS.

Henry R. Boss, in a lecture before the Franklin Typographical Society of Chicago, on the early newspapers of Illinois, made the following interesting statement:

The first newspaper established in the State was the Illinois Intelligencer, printed at Kaskaskia, in 1814 or 1815. The first journal was

WILLIAM CULLEN BRYANT.

founded in November, 1833. The Illinois State Journal was established in 1831, and the State Register on February 12, 1836. The later was originally printed at Vadalia, but removed to Springfield.

The Chicago Evening Journal claims to be "the oldest paper in the Northwest." If so, it must be one hundred and sixteen years of age.

The Chicago Tribune is one of the chief Republican papers of Illinois. It made its reputation under the editorial management of Joseph Medill, who was elected Mayor of Chicago in 1871, and Dr. C. H. Ray, and the business management of J. A. Cowles. It is now owned by the Tribune Co., and is one of the city's most prosperous newspapers.

The managing editor of the Tribune for some years was Sidney Howard Gay, who occupied the same position on the New York Tribune during the Rebellion, a man of integrity and a writer of ability. Mr. Gay went from the Tribune to the New York Evening Post.

Notwithstanding the almost total destruction of nearly every newspaper establishment in Chicago by the terrible conflagration of October, 1870, the Journal, Tribune, Post, Republican, Mail and Times were all published on reduced sheets within forty-eight hours, and in less than two months the publication of these journals in their old size, style, typographical beauty and editorial vigor, was fully resumed.

Arkansas, where bowie-knives had their origin, then almost beyond the confines of civilization, was not without the light of the press. Two weekly newspapers were published there in 1834 when the government was territorial in form. They were called the Arkansas Gazette, printed in Little Rock, and the Helena Herald, issued in the town of that name.

NEW YORK NEWSPAPERS.

There was an Evening Post in New York in 1746, and still another in 1794. The latter was published by L. Wayland and Matthew L. Davis, afterwards known as "the Old Boy in Specs," "the Spy in Washington," and the "Genesee Traveler." It was published in the interest of Aaron Burr, and lived only a year or thereabouts. The third Evening Post was published in 1801. These three Posts were entirely independent of each other.

The Evening Post now in existence first appeared on November 16, 1801 as a Federal newspaper under the editorship of William Coleman. Alexander Hamilton and John Jay aided in its establishment. Indeed, it was considered by many as the organ of Hamilton. Coleman, who came from Massachusetts, had been educated as a lawyer. He resided for a time in Greenfield, where he wrote for the Gazette of that place. In November, 1801, he established the Post.

Although Coleman started out with the determination to keep the Post clear of "personal virulence, low sarcasm and verbal contentions with printers and editors," and with the design "to inculcate just principles in religion" and in politics, as well as in morals, yet he found it impossible to do so. The fever of political excitement ran too high and he soon became entangled in a paper war with two leading Republican editors and organs—Cheetham, of the American Citizen, and Duane, of the Aurora, a Philadelphia paper. He called Duane a "low-bred foreigner," and, in alluding to Cheetham, he spoke of "the insolvent vulgarity of that base wretch." On one occasion Coleman fired a double shot at his opponents:

"Lie on, Duane, lie on for pay,
And, Cheetham, lie thou, too;
More against truth you cannot say,
Than truth can say 'gainst you."

COLEMAN ATTACKS DUELLING.

When Philip Hamilton, the eldest son of Alexander Hamilton, fell in a duel at Hoboken, in 1801, Coleman, shocked by the occurrence, denounced the practice of duelling as a "horrid custom," and as "fashion has placed it on a footing which nothing short of legislative action can control," demands "strong and pointed legislative interference" to accomplish this desirable end. Shortly after this Coleman received a challenge from Cheetham, of the American Citizen, but, after considerable negotiation between the friends of the parties, Judge Brockholst Livingston, in order to prevent the meeting, ordered out a *posse comitatus*, and had the principals arrested.

The Post supported De Witt Clinton

MURAT HALSTEAD.

for President in 1812, although for a while it was opposed to that gentleman for Governor of New York.

It was during this period of political revolution, or in the spring of 1819, that the celebrated humorous odes known as the "Croaker pieces" appeared in the Post. There were written by John Rodman Drake.

In 1826 William Cullen Bryant began to write for its columns. In 1828 it advocated Jackson for the presidency, and fell into the support of his administration. It became the favorite of the aristocratic portion of the Democratic Party in New York. In the summer of 1829 Coleman was cut off by an apoplectic stroke, after a successful editorial career of nearly thirty years. The Post continued as a Democratic organ through the administration of Martin Van Buren, and sustained all its financial measures, co-operating to the election of Harrison in 1840 with the Albany Argus and Washington Globe.

There was a paper in New York about that time called the Times, a Democratic morning sheet, published in the interest of Nathaniel P. Talmadge and his handful of adherents, who were called Conservative Democrats before they joined the Whig Party.

The Post followed the fortunes of Van Buren through the contest of 1840 and into Free Soilism, and through the famous contest against Cass in 1848 to the final overthrow of the old Democratic Party. It was favorable to Pierce in 1852, supported Lincoln in 1860 and '64, and was in favor of Grant in 1868.

The Post is now a free lance in politics, following its own views and its own principles in its own way—the result of an experience of nearly three-fourths of a century and of the progress made by the independent press in its vigorous, self-relying, and energetic journalism.

FIRST PAPERS IN WASHINGTON.

POLITICAL ORGANS.

When the seat of Government was moved to Washington in 1800 the National Intelligencer and Washington Advertiser was established by Samuel Harrison Smith and soon became the organ of the administration of Thomas Jefferson. Its first issue as a tri-weekly appeared October 31. About the same time the Washington Federalist was issued. The National Intelligencer was a continuation of the Independent Gazetter of Philadelphia.

For thirteen years after Gales became attached to the paper, and for seven years after Seaton joined it, they were the only reporters who covered the proceedings of Congress. Gales, following in the footsteps of his father, had acquired a thorough knowledge of stenography. Seaton had also learned the art. One reported the Senate and the other the House. At that time they gave only running reports of the debates, but on important occasions they took full notes of the speeches. If it had not been for Gales the great speeches of Hayne and Webster, in 1830, would have been lost to posterity. The original notes of Webster's speech, corrected by Webster himself, were retained by Gales, and are now in possession of his family. Most of the annals of the early Congresses would never have been preserved had it not been for the enterprise of the editors of the Intelligencer.

THE INTELLIGENCER'S CAREER.

The Intelligencer continued to be the recognized organ of the several administrations, with a brief suspension, until the advent of Andrew Jackson in 1828, when it became the oracle of the Whig Party through the exciting political contests that followed the elevation of the Hero of New Orleans. Some of the leading statesmen of the party contributed to its columns, including Webster, Clay and Calhoun.

Gales, on one occasion, while preparing an editorial, was unable to finish it to his satisfaction. Webster came to his mind, and he sent the unfinished article to that distinguished statesman with a short note of explanation. In a short time it came back in complete form, and was the leading article of the Intelligencer the next day. After this, Webster had an exalted opinion of its editors. He once remarked to a friend, in speaking of Gales and Seaton: "Those, sir, are two of the wisest and best heads in this country; as to Mr. Gales, he knows more about the history of this Government than all the political writers of the day put together."

The brief suspension of the Intelligencer occurred while John Quincy Adams was Secretary of State in Monroe's Cabinet. Adams got into a controversy with the Intelligencer, and, tak-

ing away its public patronage, gave it to the National Journal which had been started in 1822 by Thomas L. McKinney, a gentleman of the old school and a great friend of the Red Men. In 1825 the Journal passed to the control of Peter Force, well known for his "American Archives," "Natopma; Calendar," and splendid library.

GENERAL JACKSON'S ORGAN.

When General Jackson was inaugurated March 4, 1829, the United States Telegraph, which had been purchased in 1826 by Duff Green, became the organ of the administration. According to Colonel Benton, however, it was more the organ of John C. Calhoun, the Vice-President, than or Andrew Jackson, the President. Green was a warm personal and political friend of Calhoun, the two families being closely connected.

Colonel Benton states that in the winter of 1830-31, at a Presidential levee, Green invited Mr. Duncanson, the owner of a large job printing office in Washington, to a private interview. On that occasion the intrigues of Van Buren were detailed and a rupture, then impending between Jackson and Calhoun, was predicted by Green, who proposed to Duncanson to join the Calhoun section and take charge of the Frankfort (Ky.) Argus. He asserted that the support of the Democratic press throughout the country would be secured; that certain correspondence between the President and Vice-President, then in type in the Telegraph office, would be published, and that Van Buren overthrown, Jackson set aside, Calhoun would be the next President.

While this scheme was on foot the Telegraph was the organ and advocate of the administration, and in full enjoyment of Government patronage. On the eve of the threatened rupture a copy of the Frankfort Argus, the very paper Duncanson was urged to take over, appeared containing "a powerful and spirited review of a certain nullification speech in Congress," which was shown to the President. It pleased him. "Who wrote it?" asked Jackson. "Francis Preston Blair," was the reply. Blair was not the editor of the Argus, but a clerk of a court, a bank president and an owner of a small plantation with a few slaves. He was sent for and had an interview with the President, the result of which was the establishment of the Globe.

The Telegraph continued under the management of Duff Green, as the special organ of the Calhoun party, until the fall of 1835. The Washington Mirror, which had been published for some time previous, was merged with the Telegraph in November of that year. On retiring from the Telegraph Green wrote for a paper called the Reformation until January, 1838.

THE RISE OF THE GLOBE.

The Globe became a power with the Government. John Van Buren once said that the "old gentleman," meaning Jackson, would frequently, on receiving his daily budget of letters, many of them anonymous and full of threats against his life, during the intense excitement about the United States Bank, hand them over to Blair with the remark, "Here, Blair, you take this lot. You know what to do with them." Blair evidently did know, for the Globe, the next day perhaps, would sparkle and bristle with them in one form and another, much to the "old gentleman's" satisfaction and delight.

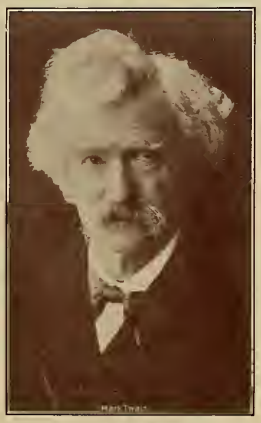
Shortly after the establishment of the Globe, that great printer and patriot, John C. Rives, weighing two hundred and forty pounds, and standing nearly seven feet in his stockings, became the partner of Blair. Amos Kendall, who had left the Frankfort Argus of Western America to take the appointment of Fourth Auditor of the Treasury, was installed as regular contributor to the paper.

With the simplicity of a tyro in journalism, Blair, one day in 1856, during the Fremont campaign, asked:

"How does Bennett manage the Herald? It is really a wonderful paper. I don't see him anywhere. He don't seem to mix with the politicians, but he appears to know everything that is going on around him."

"Very easily," answered the gentleman addressed. "He knows the wants of the people. He understands the politicians by experience and instinct. He don't want any office. He attends to his business. He is full of fact and enterprise, and knows how to make a good newspaper."

"Ah!" exclaimed Blair. Thus the Thunderer of the Globe learned that it



MARK TWAIN.

was not as an organ alone that a newspaper became successful and influential.

SOME SOUTHERN NEWSPAPERS.

Other journals, organs, of course, were printed in Washington. The Spectator, published by Messrs. Martin and Heart, was one. It was mixed up in the intrigues to shuffle off the Globe, and was under the influence of Senator Rhett. It had taken the place of the Telegraph as the organ of the South Carolina section only. Dr. Martin was a smart writer and his articles always attracted attention. Virgil Maxcy was one of the editors. When Martin went to Paris, William A. Harris joined Heart in the management of the paper, the name of which he changed to the Constitution.

Subsequently when Heart, of the Constitution, joined the Charleston (S. C.) Mercury, and Harris was sent as chargé d'affaires to Buenos Ayres, the Constitution closed its career. On Harris' return from South America he became connected with the Union.

In 1846 a paper called the Daily Times was issued by H. H. Robinson as an independent Democratic organ.

During the Mexican War Thomas Ritchie, editor of the Union, was brought before the Senate for the publication in its issue of Feb. 9, 1847, of a communication signed "Vindicator," which severely criticised the conduct of that body for neglecting to carry out some of the military plans of the Government in connection with the war. One of the paragraphs was as follows:

> In the Senate, on yesterday, the Mexicans achieved another victory. The bill for organizing ten regiments of regular troops having been submitted, with its amendments, to a committee of conference of the two houses, that committee unanimously agreed on a report which was submitted to them for their approval. The House of Representatives at once adopted the report by a very large majority. In the Senate it was, in its most important feature, rejected by a majority of six. When the result was ascertained, a distinguished Senator from Georgia exhibited the most marked tokens of exultation. It is the same Senator who urges a withdrawal of our army from the Mexican territory.

WOULD PUNISH REPORTERS.

Four days later Senator Yulee introduced two resolutions, one calling for the expulsion of the editor of the Union from the privilege of the floor for uttering a libel upon the Senate, and the other for the expulsion of the Union reporters from the reporter's gallery of the Senate for an alleged partial report of the debate in the Senate on the previous Monday.

These resolutions gave rise to an important debate in which Messrs. Calhoun, Webster, Butler, Westcott, Yulee, Mangum, Mason, Clayton, Cass, Bright, and Archer took part, and in which the next Presidential election, the rights of the press and of the Senate, were fully discussed. It was in this debate, which lasted two days, that Senator Wescott, of Florida, said:

> If the people of the country knew one-twentieth part of the corruptions, the peculent, the reeking corruptions of the government, they would descent in a body upon this city, create a revolution in less than twenty-four hours, and fall upon the President, heads of Departments, Congress, whigs and democrats, and turn them head over heels into the Potomac River.

On the other side the same sign of organic decay were seen. The organs of the Democratic party lived longer but daily became weaker. When Franklin Pierce entered Washington as President in 1853, the Union was restored as the chief organ of the party, with the Star as a tender.

The little Star, the junior organ, was originally edited by Charles W. Denison, but it soon after changed hands, and was owned and edited for many years by that original and energetic journalist, W. D. Wallach, who was always around, elbowing through crowds at the hotels and elsewhere, and making his appearance at his office at the right time full of gossip for his columns.

APPLETON EDITS THE UNION.

The Union continued through another administration. When James Buchanan became President, in 1857, he made the Union his organ, but insisted

A. J. AIKEN,
A Founder of the Milwaukee Wisconsin.

on a new editor. John Appleton, who had edited the Portland Argus, and who had been in the State Department, and in London, with the President, was the one selected. The Union newspaper, like the Union under Buchanan, became entangled in its political affinities and associations. Cornelius Wendell, a printer of Albany, who was connected with the Union, because of his old connections with Thurlow Weed, concluded to abandon the concern, and the paper grew weaker as the term of Buchanan's administration approached its end. New organs of public opinion sprang into existence. New papers forming an independent press, new men for political leaders, new sets of carpet-baggers, and new parties, made their appearance with fresh ideas and fresh vigor, and took their places in the world of action. These new elements controlled the destinies of the United States for the next fifty years. Old party hacks of all sorts, men as well as newspapers, passed away. The Telegraphs, the Globes, the Unions, the Intelligencers, the Spectators, the Constitutions, the Republics, the Madisonians, as official organs, disappeared.

REPRESENTED THE ABOLITIONISTS.

The National Era became known as an important organ of the Abolition party in Washington City in 1847. Its editor, Dr. Gamaliel Bailey, had been editor of the Methodist Protestant in Baltimore in 1836, and afterwards, with James G. Birney, started the Philanthropist, an anti-slavery paper, in Cincinnati. The printing office and press of the latter were several times destroyed by mobs, but the publication was continued till 1847, when it was merged with the National Era. That office also passed through the ordeal of mob violence and was managed with considerable enterprise until the death of its editor and proprietor.

It was the recognized organ of the Anti-Slavery party at the national capital when it was considered an act of temerity to have such an organ in that center of Southern fire-eaters during the session of Congress. It was in the Era that Mrs. Harriet Beecher Stowe published her celebrated romance, "Uncle Tom's Cabin," in serial form in 1851 and 1852. It was then republished in book form by Jewett, of Boston. It was estimated that, up to the period of the breaking out of the rebellion in the spring of 1861, half a million copies had been sold in the United States, half a million in Great Britain and half a million on the Continent of Europe. It was translated into many languages and dramatized everywhere. It had a run of hundreds of nights in the theaters on the Bowery and Chatham street, New York City, where the "huge fisted" Democracy, with their families, "most do congregate"; and while Little Topsy nightly produced a most profound effect in tears and applause upon the masses in the theaters the polls at the elections in the Metropolis invariably showed the curious anomaly of annually increased majorities against the Abolition party!

THE DEMOCRATIC TRIUMVIRATE

JAMES GORDON BENNETT'S ADVENT AS A JOURNALIST IN NEW YORK.

New organs, representing political parties, and the commercial and material interests of the nation now made their call upon public attention.

Loring Andrews, of Hingham, Mass., who had previously published the Herald of Freedom in Boston, the Western Star in Stockbridge, Mass., and the Sentinel in Albany, N. Y., established the Charleston (S. C.) Courier in 1800. In 1807 he died but the Courier was continued and became an influential commercial newspaper in that section of the country. A. Willington & Co. were for many years its proprietors and publishers. It was edited, prior to the Rebellion, by Richard Yeadon, who made himself notorious by speaking of Edward Everett as the "Great Laudator."

BENNETT ON THE COURIER.

James Gordon Bennett began his career as a journalist in the office of the Courier. Willington and Bennett met in New York, in 1828, where arrangements were made for the latter's removal to Charleston. Willington was accustomed at that time to board vessels on their arrival from Havana, from a small rowboat, *a la* Topliff of the Boston newsrooms, and get the latest Havana papers. These were given over to Mr. Bennet, in the Courier office, who would translate the news from them. Through the Cadiz packets, which ran regularly to Havana, news from Europe

would thus sometimes reach America before it arrived at New York by the old London, Havre and Liverpool ships. In this way the Courier would frequently score beats over its less enterprising contemporaries.

Willington's news-boat arrangement, we believe, embraced nearly the whole scope and extent of the enterprise of the Courier, but it was useful and instrumental in building up that establishment.

When the American Citizen denounced Aaron Burr for his desertion of the Democratic party, the latter's friends in 1802 established in New York the Morning Chronicle, to neutralize the attacks of Cheatham. It was edited by Dr. Peter Irving, a man of much literary ability and erudition, but not equal, as a political journalist, to his opponent. Washington Irving first made his appearance in the Morning Chronicle of New York as a writer over the signature of Jonathan Oldstyle, as Charles Dickens did in the Morning Chronicle, of London, over the signature of Boz.

With the Chronicle Burr was a saint. The old Manhattan Bank entered the arena against Burr, and, in the heat of this remarkable political contest, the bank managers refused to re-elect as director Colonel John Swartwout, one of Burr's personal and political friends, and elected Brockholst Livingston in his stead. During the political controversy that was precipitated during the campaign, DeWitt Clinton called Swartwout "a liar, a scoundrel, and a villain." Swartwout immediately demanded an apology, or a recantation of this offensive language. Mr. Clinton replied by saying that Swartwout had charged him with selfish and unworthy motives in his opposition to Burr, and that the epithets he had used were simply a strong denial of that charge; if Colonel S. would withdraw his charge, Mr. Clinton would take back what he had said, and not otherwise.

THE CLINTON-SWARTWOUT DUEL.

This led to a duel. Five shots were exchanged during which Swartwout was twice wounded. Clinton, who was shooting at a man against whom he entertained no personal enmity, then refused to fight longer and immediately left the field.

The Chronicle continued to be published until the summer of 1805 when it was merged in the Poughkeepsie Journal edited by Isaac Mitchell.

The Albany Register was edited by John Barber, assisted by his brother-in-law, Solomon Southwick. The latter became the chief editor of the Register in 1808. The paper continued to be the organ of the Clintonians and endeavored to bring about the nomination of Vice-President George Clinton, instead of Madison, for the Presidency, in 1809. It was the opening of the quarrel with the Richmond Junta, or Virginia Dynasty, which helped defeat DeWitt Clinton in 1813.

SOUTHWICK'S INFLUENCE.

Southwick, who was now a journalist of commanding influence in the Democratic party in New York, like many editors of that and later periods, was an office-seeker. In 1809 he was appointed sheriff of the city and county of Albany. In 1811 he was president of the Mechanics' Bank of Albany. He was also printer to the State. In opposing the election of Governor Tompkins he created an opposition which led to the establishment of the Argus. He was then charged with corruption in connection with the organization of a monster bank in New York, called the Bank of America. Although acquitted his influence was shattered.

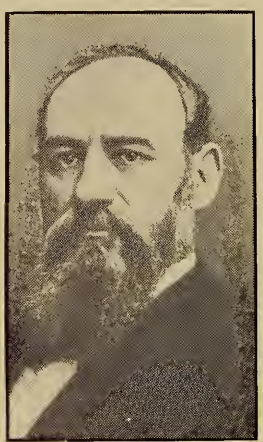
The Argus was the organ of Judge Spencer, who had separated from the Clinton section of the party. New editorial talent was introduced in the Register in 1819. Nathaniel H. Carter, of New Hampshire, now assumed, in part, the editorial management of that paper. In 1820 he took entire charge and changed the name to that of the New York Statesman.

AN IMPORTANT LIBEL CASE.

Current events in journalism and politics were so peculiarly interwoven that it is difficult to enumerate them seriatim. Sometimes we are compelled to run ahead chronologically and then return to prior incidents and occurrences. Thus an important event from a newspaper point of view happened early in 1804, when the Hudson Balance, a leading Federal paper, edited by Harry Croswell, assailed Mr. Jefferson with great vigor and violence. The attack was so severe that Croswell was indicted by the grand jury of Columbus County for libel.

The case came before Chief Justice Lewis in the Superior Court. Alexander

DANIEL O'NEIL.



ALEXANDER N. ROOK.

Who Founded the Pittsburg Dispatch.

Hamilton, Richard Harrison and Wm. N. Van Ness, who was afterwards Burr's second when Hamilton was shot, appeared for the journalist. Attorney General Spencer and Lawyer Caines for the prosecution. On the trial Croswell offered to prove the truth of the charges of the alleged libel.

The court declared that the only question for the jury to decide was whether or not the alleged libel had been published by the defendant, Croswell, and that the question of libel or no libel was to be determined by the court alone. It is said that Alexander Hamilton's effort at this trial eclipsed that of Andrew Hamilton of 1735. In one case Andrew Hamilton obtained a great triumph for the freedom of the press in the early part of the 18th century. In the other case Alexander Hamilton by showing with wonderful eloquence and power that the maxim "greater the truth, greater the libel," was of modern date in England; that it was at war with the genius of the civil institutions of this country, and that it was an outrage on human rights, common justice and common sense, produced a profound impression on the public mind. It affected the Legislature. The subject was taken up at the next session, a bill was introduced and the matter thoroughly ventilated in the sessions of 1804-5.

In the session of 1805 the bill authorizing the truth to be given in evidence when the matter, written or printed, was published "with good motives and for justifiable ends," became a law. It constituted the jury in this, as in all other criminal cases, judges of the law and of the fact. The law of libel was then placed on a surer and fairer foundation, and the principle thus enunciated was afterwards incorporated in the constitutions of 1821, 1845 and 1865, and became a fundamental law of the State.

THE RICHMOND ENQUIRER.

The Richmond Enquirer was first issued as a small semi-weekly sheet May 9, 1804, by Ritchie and Worsley. Its editor was Thomas Ritchie, the senior proprietor, who became well known in the course of time as "Father" Ritchie, and wielded considerable influence in the political circles of the country. The Examiner for several years previously had been the leading Republican paper of Richmond, It had been edited by Merewether Jones, who was afterward succeeded by Skelton Jones. The latter, with W. W. Worsley as business partner, published the paper for several years. The plant was then purchased by Thos. Ritchie and Worsley, and the Enquirer, with five hundred subscribers, was issued in its place.

When the Enquirer was started Jefferson was President, and the paper, like the old Virginia Gazette at Williamsburg, was established under his auspices as a part of the plan of the organization of the Democratic party. The Enquirer was the organ of the Virginia Democracy and looked upon Virginia as the only nursery in the country for statesmen and Presidents. Because the State had furnished Washington, Jefferson, Madison and Monroe the Enquirer pooh-poohed the name of Andrew Jackson when it was suggested by Aaron Burr in 1817. Ritchie violently opposed the old hero in the contest of 1824, asserting that his election "would be a curse upon our country." Ritchie filled the same niche in the mind of Jackson that Freneau, of the National Gazette, did in the mind of Washington.

A DISTINGUISHED CONTRIBUTOR.

Among the contributors to the Enquirer was William Wirt, who wrote under the nom de plume of "The British Spy" for the Richmond Argus, in 1802, and of "The Old Bachelor" in the Richmond Enquirer, in 1812. It was sometime after this period that Wirt became the Anti-Masonic candidate for the Presidency. The Enquirer did its share toward the defeat of Van Buren's re-nomination for the Presidency in 1844.

In May, 1845, Ritchie left the Enquirer, after forty-one years of service, and went to Washington to take the chief editorial management of the Union, the official organ of President Polk.

Just before his retirement from the Enquirer in 1843, two sons, William F. and Thomas Ritchie, Jr., had been associated in the management of the paper. On the departure of his father for the National Capital, William F. Ritchie became its editor.

At this time an influential Whip paper was printed in Richmond, called the Whig. It was founded by John H. Pleasants in 1826, who was one of its chief writers and managers. While the Enquirer was the organ of the Democracy, the Whig was the oracle of the opposition. The two papers were continually fighting each other in their editorial columns. On one occasion, however, words ended in blows.

No affair in the early annals of journalism exceeded the desperate personal conflict which took place in Richmond, on February 23, 1846, between Thomas Ritchie, Jr., and Pleasants. They met in a field, armed with swords and pistols. They approached each other, firing as they advanced. On coming together they drew their swords. Then a savage passage of arms took place. Pleasants received four pistol-shot wounds and one gash from Ritchie's sword, and died two days after the frightful combat. Ritchie was slightly wounded, was arrested, tried and acquitted. He died in May, 1854.

THE NEW HAMPSHIRE PATRIOT.

The New Hampshire Patriot, which had been as politically influential and well-known in New England as the Richmond Enquirer was in the South, was established in October, 1808, under the title of the American Patriot, by William Hoit.

Under the management of Isaac Hill, it attained a large circulation throughout New England. The old Federal families and their heirs opposed the paper in every way, but as it was heartily supported by the Democracy, its progress and popularity were great. Mr. Hills' political friends showed their confidence in him by subscribing for his paper and electing him to the State Senate, in spite of a tremendous opposition.

There is an interesting story connected with the political life of Mr. Hill that was firmly believed by his friends to be historically correct. It is to the effect that he started the war against the United States Bank. The president of the United States Branch Bank at Portsmouth, N. H., was Jeremiah Mason, an old Federalist, and a man of fearless independence. Mason regarded Hill and his friends as little better than so many hungry wild beasts, and treated them on all occasions with the utmost contempt and indifference. In revenge Hill requested Mr. Biddle to remove Mason from the Portsmouth Branch, but this he refused to do. The result is well-known. General Jackson engaged in the attack on the bank with all the violence and animosity which characterized his conflicts with his personal enemies on the frontiers of civilization, and his party followed his example. They were opposed by the Whigs, who fought as valliantly as themselves. A bill re-chartering the bank passed both Houses of Congress in the summer of 1832, and was vetoed by General Jackson. The excitement was intense. Many leading supporters of Jackson abandoned him—among them, James Watson Webb, of the New York Courier and Enquirer—and became his bitterest opponent; but the President was sustained by the people, and the bank was put out of business.

EDITOR HILL ELECTED GOVERNOR.

After a service of five years in the Senate, Mr. Hill was, in 1836, elected Governor of New Hampshire. After being twice re-elected, he retired to private life. In 1840 he returned to public service by accepting the office of sub-treasurer at Boston, from President Van Buren. He died in Washington in 1851, in his sixty-third year.

The war of 1812-15, between England and the United States, arrayed the newspapers of that period in strong antagonism to each other and the parties they represented. "Free Trade and Sailor's Rights" became the motto of all those in favor of the war. Those who opposed it were in sympathy with the views expressed at the Hartford convention. The popular sentiment of New England was against the war. In other places sentiment was divided. In Baltimore, for instance, the feeling became so intense as to lead to serious riots.

The Democratic organs in Albany be-

came powerful instruments in the hands of the politicians in carrying out their schemes. The Federalists saw this and the necessity of greater activity on their part was apparent. With this object in view they induced Henry Croswell, of the Hudson Balance, to move to Albany.

In 1812 another partisan sheet, called the Albany Republican, was issued in Albany by Judge Spencer and his friends. It afterward became known as "the Brown Republican.' It was established in opposition to the Register, and to counteract the impressions made by the articles of Southwick. The later political name of "Black Republican" was given to the present Republican Party as one of reproach, just before the Rebellion, by Major Heiss, of the Washington Union, and George N. Sanders, who took the idea from the French. "If the Republicans of France are red," said Sanders, "ours must be black."

BIRTH OF THE ALBANY PRESS.

The Albany Argus, which, for nearly half a century was one of the newspaper triumvirate of the Democratic Party, first appeared on the 26th of January, 1813. The leaders in Albany, dissatisfied with the course of the Register, especially in regard to the election of Governor Tompkins, issued the Argus in opposition to Southwick, and made Jesse Buel, previously of the Ulster Plebeian, its ostensible editor.

The Argus at once received the patronage of the National Government, and in two years its editor was chosen State printer. Since then the State printing has been the favorite bone of the politicians to throw to the Cerebus of the press to snap at and pick while they are engaged in their operations.

In 1821 Buel, having acquired a competency from the profits of the State printing, disposed of the establishment to Moses J. Cantine, a brother-in-law of Martin Van Buren, and Isaac Q. Leake. The new firm were made State printers. In March, 1823, Catine died.

The Argus, which had been issued hitherto as a semi-weekly, was published as a daily on October 8, 1824. Weekly and semi-weekly editions were also printed.

FIGHT FOR STATE PRINTING.

William H. Seward was elected Governor in 1838. Then the Hard Cider campaign came on, and in 1840 William Henry Harrison was elected President. With this political revolution the Argus lost the State printing, which fell into the hands of Thurlow Weed, of the Albany Evening Journal, another remarkable political newspaper of that day. Weed was, thereuoon dubbed "the State barber" by the New York Herald. He kept "the slate" for Governor Seward, and all office-seekers looked upon him as the power behind the throne. A bill was passed canceling the office of State printer. Seward vetoed it, but the bill passed nevertheless. Subsequently the law was repealed.

In the meantime Croswell had admitted a partner into the Argus establishment named Van Dyck, of Orange County. When the question came up whose name should be used as candidate for State printer by the Democratic members, Van Dyck demanded that his name be inserted alone, declaring: "I will be sole State printer, with the entire control of the press, or nothing." Edwin and Sherman Croswell owned three-fourths, and Van Dyck only one-fourth of the Argus. The Croswells endeavored to get him to change his mind, but as the junior would have the whole or none he retired from the Argus. Edwin Croswell was then elected State printer, receiving a majority of 26 votes in legislative caucus over William C. Bryant, of the New York Evening Post, and a majority of 56 in joint ballot over Horace Greeley, of the New York Tribune.

A PROFITLESS CONTRACT.

The conflict between the two factions increased in intensity and interest till 1846, when another struggle for the patronage of the State took place. Silas Wright was at that time Governor. The Democratic legislative caucus selected William Cassidy, of the Atlas, for State printer. This movement was defeated by the passage of a law giving the publication of the legal notices to the paper that would publish them at the lowest rate. Croswell offered to publish them without cost to the State. Thus the Atlas was defeated, and the Argus obtained the honor without the profit, and it held on to this position till 1854, when the printing, with full pay, was restored to Thurlow Weed and the Evening Journal.

The Argus received the appointment in 1869, when the contract with the Evening Journal expired.

The Albany Advertiser, Colonel W. L. Stone's old journal, was edited in 1838 by James Gordon Brooks until he got into trouble with the Van Rensselaers, the owners of the paper, and then resigned.

FREDERICK THE GREAT,
Owner of five newspapers.

ADVOCATE AND ENQUIRER.

There seemed to have been a necessity for a new organ for the Democratic party in New York City after the death of Cheetham and the Citizen and the National Advocate was established in 1813. It was first edited by Henry Wheaton, who became, in after years, a distinguished diplomat and publicist as our Minister to Denmark and Prussia, and as the author of "Elements of International Law."

Wheaton was a native of Rhode Island and was educated a lawyer. After he graduated he visited Europe where he remained from 1802 to 1806, the golden period of Napoleon's career, a close student of the important events of those days. On his return he practised law for a time in Providence, but finally gave up the law to become the editor of the National Advocate in New York City.

Mr. Wheaton's long residence abroad had given him peculiar opportunities for understanding the controversies of the day. Several topics of international law were discussed in the columns of the Advocate with an ability which foreshadowed his future eminence in this department. As a journalist Mr. Wheaton enjoyed the confidence of the administration, and his columns were sometimes the vehicle of semi-official exposition of its policy.

In 1815 he retired from the editorship of the Advocate on being appointed one of the justices of the Marine Court of New York, a tribunal of limited jurisdiction, and now shorn of much of its former power, but which has been presided over by some of the most eminent men at the New York bar. His experience as editor of the Advocate at that peculiar juncture in our history, and as a reporter of the United States Supreme Court for a number of years, laid the foundation of that knowledge and experience which he embodied in his great and valuable work on International Law.

MORDECAI NOAH APPEARS.

Wheaton was succeeded in the editorial management of the Advocate by Mordecai Manasseh Noah, who had been editor in 1810 of the City Gazette, in Charleston, S. C. In 1823 Noah claimed to be the only Democratic editor in New York, entirely ignoring the American, edited by Charles King, and as such, demanded a part of the State printing. When it was proposed to make him sheriff, objections were raised against him because he was a Jew, on the ground that it would not be right for a Jew to hang a Christian. "Pretty Christians," replied Noah, "to require hanging at all."

Thomas Snowden, afterwards publisher of the Courier and Enquirer, was then placed in charge of the mechanical and business part of the Advocate as nominal owner, and James Gordon Bennett was installed as editor. Mr. Bennett managed the paper for two years, but on the approach of the next presidential campaign, Eckford, having made up his mind to support the re-election of John Quincy Adams, to which Mr Bennett was opposed, he retired in 1827, and Samuel S. Conant, of Vermont, purchased an interest in the concern with Snowden, and assumed the editorial management of the paper. He continued in that capacity for some time after the Advocate and Statesman was united as one paper, under the name of the Morning Herald.

Noah, who was a true Israelite, in 1825 originated a magnificent scheme for bringing together the scattered tribes of Israel and forming a settlement of them on Grand Island. He believed that the Indians were the descendants of the lost tribes, and he proposed founding a city on that island as a nucleus for the ingathering of the Hebrew people and the aborigines of America. The peculiar characteristics of the Red Men, their features, hair, customs, laws, religious ceremonies and tribal organizations impressed him with the belief that they came from the Jewish race.

NOAH'S NATIONAL ADVOCATE.

When Noah quarreled with Eckford in 1826 he started a paper of his own which he called the National Advocate. When enjoined from the use of this title at the instance of Eckford and Snowden, he changed its name to Noah's New York National Advocate. Again enjoined he renamed his journal the New York Enquirer. This paper was merged with the Morning Courier in the spring of 1829. Noah remained with this publication until 1832. Other members of the editorial staff were Hames Watson Webb, James Lawson, James Gordon Bennett, Prosper M. Wetmore and James Gordon Brooks.

VICTOR HUGO,
One of the dominant French writers of a former generation.

The Enquirer introduced a new feature in journalism in 1827. In that year James Gordon Bennett was sent to Washington as its correspondent. Mr. Bennett inaugurated a new system of newspaper correspondence, and in March, 1827, brought forward Martin Van Buren for the first time as the candidate for the Presidency to succeed General Jackson.

One of the incidents peculiar to the editorial profession of that period occurred in 1828. William Graham, one of the writers for the Enquirer, wrote sketches of society in New York for that paper under the signature of "Howard." In one of these essays he made what was supposed to be a personal allusion to the family of Edward Livingston. The matter was taken up by Dr. Barton, who was afterwards Secretary of Legation at Paris. One day he ran across Graham at Niblo's coffee house, then on the corner of Pine and William streets, and told him what he thought of him. Thereupon Graham struck Dr. Barton, who immediately challenged him to a duel. The challenge was accepted.

A FAMOUS DUEL.

William Newman, a compositor on the Enquirer, engaged a Whitehall boat which conveyed the principals to the dueling grounds at Hoboken, where they met and Graham was instantly killed. This affair created a good deal of excitement and led to the enactment by the Legislature of New York of a strong anti-dueling law, the chief points of which were ten years' imprisonment in the States prison for fighting and seven years for sending a challenge.

Noah in 1834, in company with a printer named Gill, established the New York Evening Star. It became a Whig organ and supported William Henry Harrison for the Presidency in 1840. In 1841 Noah was appointed one of the judges of the Court of Sessions by Governor Seward, and while on the bench he prosecuted his old associate, Mr. Bennett, of the Herald, for libel, one of the reporters of that paper having been too free in his sketches of the proceedings of that court, especially in his personal descriptions.

For some time Major Noah was editor of the New York Sun and of the Morning Star. In 1843 he commenced the publication of a paper which he named Noah's Weekly Messenger. Shortly afterward it was consolidated with the Sunday Times. Noah was a prolific writer and contributed to several at the same time. He died March 22, 1851, at the age of 66, while editing the Times and Messenger.

THE RELIGIOUS PRESS.

A few years ago there was considerable controversy as to the origin of religious newspapers. Who first conceived the idea and published the first one? Morse, of the New York Observer, and Willis, of the Boston Recorder, claimed the honor. It was finally agreed that Nathaniel Willis was the original publisher, and Morse the original editor of the Boston Recorder and the father of "A Religious Journal," first published in January, 1816.

The Watchman and Reflector was established in Boston in 1819, and is, therefore, now nearly a century old.

The New York Observer was the third or fourth religious newspaper issued in the United States. After Sidney E. Morse left the Recorder he went to New York, where, with his elder brother, Richard C. Morse, he started the Observer in 1820. They were sons of the Rev. Jedediah Morse, D.D., of Charlestown, Mass., author of the Atlas, from which the children of the first part of the nineteenth century acquired a knowledge of the geography of the world. They were brothers of Professor Samuel F. B. Morse, of artistic and telegraphic fame.

The Methodists, having felt the necessity of having an organ, established Zion's Herald, in Boston, with the Rev. Dr. Adam Wilson, as editor. Dr. Wilson died in Waterville, Me., in 1871.

The Christian Register, one of the oracles of the Unitarians, was brought out in 1821.

The Christian Intelligencer, the organ of the Dutch Reformed Church in New York, was first issued in 1830.

The Evangelist, published in New York by Henry T. Field, is eighty-one years old. The original idea of its publication was to establish an educational, temperance and anti-slavery organ in the metropolis; or, in its own words, "expressly to promote revivals and missions, temperance and other reforms." Joshua Leavitt was then its chief editor.

LAUNCHING OF INDEPENDENT.

The Independent was started sixty-two years ago as an organ of the Con-

gregationalists. Several merchants, including S. B. Chittenden, S. B. and J. Hunt, and Bowen and McNamee, furnished the means for its organization. Originally it was edited by the Rev. Drs.

T. P. O'CONNOR,
Member of Parliament, Irish Journalist.

Storrs, Bacon and Thompson. On their retirement the Rev. Henry Ward Beecher became its editor. When he retired, Joshua Leavitt, Oliver Johnson and Theodore Tilton, in their turn, assumed editorial charge of the paper.

The early papers we have mentioned are only a small portion of the religious press of the country. Since 1814-16, when the two Recorders made their appearance, the number has rapidly increased. They represent every sect and denomination. Some have had long and glorious careers, while others, like hundreds of secular papers, have lasted only for a day. At present there are 1,007 religious newspapers published in the United States and Canada.

The Catholic, Episcopalian, Methodist, Jewish, Mormon, Spiritualist, Swedenborgian papers are numerous, able and influential, and have thousands of readers and believers. Of the Catholic publications the Shamrock was the first. Then came the Truth Teller, in New York, in 1829 or 1830, issued by William Denman. Archbishop Hughes states that the first really Catholic paper was the Catholic Miscellany, founded in Charleston, by Bishop England.

BERNARD SHAW.

When the Metropolitan Record was established as the organ of the Catholic Church in New York, it was the custom of Archbishp Hughes to dictate an article or a sermon to its editor for the benefit of his church and people.

Several efforts have been made to establish daily religious newspapers. The New York World was originally started as such. The early owners of the Sun had it in mind to turn it into a religious newspaper.

Soon the religious press became well established, it entered the political arena and aided the cause of the Republican party, and fought for the abolition of slavery with all its gigantic moral power.

Another class of religious papers is represented by the Youth's Companion, which was established in 1826, by Nathaniel Willis. They are devoted to the entertainment and the moral instruction of children, and also give items of interesting news.

REPRESENTATIVE NEWSPAPERS.

Among the ornaments of the profession of journalism may be ranked Judge John Bouvier. He was born in the south of France, but became a citizen of the United States in 1812. On his arrival he opened a printing office in Brownsville, Pa., and in 1814 began the publication of a weekly newspaper called the American Telegraph. Four years later Judge Bouvier moved to Uniontown where he consolidated his paper with the Genius of Liberty, and continued its publication under the firm of Bouvier & Austin. It was too early for an independent press and so the new paper was "conducted on the principles of pure democracy."

The independence of the press was talked about in 1816. Judge Bouvier, in the Telegraph, on the 29th of May of that year, published an article on the subject.

The most valuable newspaper in its day, according to our view, was Nile's Weekly Register, which was established in Baltimore, Sept. 7, 1811, by Hezekiah Niles, an editor of the Baltimore Evening Post. William Ogden Niles became associated with his father in 1827. When the elder Niles retired in 1836 it was conducted by the son till 1848 when it suspended publication.

The Hartford Times, which has been a leading paper in Connecticut for many years, deserves a niche in the hall of journalistic fame. It was established as a weekly paper in 1817, and its first daily issue was brought out in 1839. Its editorial corps has given to two administrations a cabinet minister—John M. Niles and Gideon Welles. Its founder and principal proprietor was Alfred E. Burr.

Mr. Niles, who had been a printer in the office of the Courant, and a writer of books for boys, became editor and foreman of the Times in 1817. During this period the paper had been in favor of the administrations of James Monroe, John Quincy Adams and Andrew Jackson.

Thomas Hart Benton, so well known in the opposite characters of bitter opponent and warm partisan of Andrew Jackson, and as United States Senator from Missouri, edited the St. Louis Enquirer in 1816-17. It was the organ of the dominant party of that period. When chosen as one of the first Senators from the new State in 1820, partly because of the active part he took in the famous controversy of that exciting time, Benton disposed of the Enquirer, and for thirty years served his State at the national capital. In 1824 the Enquirer passed into the possession of Duff Green; and while Benton was making an effort to get the Missouri Legislature to pass resolutions in favor of Henry Clay for the presidency, Green was organizing the Jackson party in that State.

THE NEW YORK AMERICAN.

The New York American, an evening paper, was established by Charles King, son of Rufus King and Johnston Verplanck, in 1819. It was at first a Tammany, or Bucktail paper, and afterward was allied with the Van Buren Democracy in opposition to DeWitt Clinton. In 1823 the American advocated John Quincy Adams for the presidency, while Van Buren and Tammany Hall, with the National Advocate, supported William H. Crawford. It was this action that severed the connection between the American and the Democratic party. The American was thenceforth a Whig and National Republican paper. On Feb. 16, 1845, it was united with the Courier and Enquirer.

The American was distinguished for its neatness, taste, elegance and dignity. Its short editorial paragraphs were always well-pointed and epigrammatic.

The New York Albion, an organ of English opinion, was established on the 22d of June, 1822. Its originator was Dr. John S. Bartlett, and Daniel Fanshaw was the printer. It acquired an influential position, and was highly esteemed by the English residents. "Peter Simple," "Midshipman Easy," and "Japhet in Search of His Father" were first introduced to the American public through the columns of the Albion. This was at a time when these novels, republished by the Harpers and others, were considered too expensive for general circulation. After Dr. Bartlett had successfully managed the Albion for many years, he sold the establishment to William Young May 6, 1848. Afterward it passed into the hands of W. H. Morrell and later became the property of Kinahan Cornwallis.

PROVIDENCE JOURNAL AT 50.

It is not often that an editor lives to see the golden anniversary of the journal he ushered into existence. Such a distinction belongs to William E. Richmond who founded the Providence Journal, published a brief sketch of the early career of that paper in its issue of January 3, 1870, which completed its fiftieth year on that day.

The Journal, on its semi-centennial, published a facsimile "of the first page of the first issue." It contained a prospectus under the head of "Proposals," and a leading article of several columns entitled "Introductory Observations." It was then called the Manufacturers' and Farmers' Journal and Providence and Pawtucket Advertiser. Its device was a spread eagle standing on an anchor, holding a ribbon in its beak, on which was inscribed the motto, "Encourage National Industry." On one side were agricultural implements; on the other, parts of a ship. Its publishers were Miller & Hutchens.

In 1824 the Independent Inquirer, a weekly paper, which had been started the year before, was transferred to the Journal, and its name changed to the Rhode Island Country Journal, under which name it is still published. On July 1, 1829, the Daily Journal was started, and on January 25, 1863, the Evening Bulletin first saw the light.

The Daily National Gazette was established in Philadelphia in 1820, taking the name of Freneau's well-known paper, which existed in that city in the latter part of the eighteenth century. It was published by Robert Walsh and William Fry. It ceased to exist on January 1, 1842.

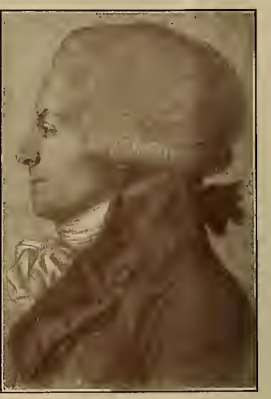
In New York there were no daily papers west of Albany until 1826, when the Rochester Daily Advertiser was established on October 25.

ADVENT OF THE TELEGRAPH.

A paper called the Telegraph, edited by John M. Mumford, was launched in New York in 1826, but gave up the ghost soon afterward when its editor went to Europe. When Mumford returned he started the Standard, which for a time was the organ of the Jackson Democracy. In 1830 the New York Herald, a paper that had been started nine months previously by Alanson Nash who, in personal appearance, was Webster's Dromio, was sold to Mumford and united with the Standard.

The Louisville Journal, another paper of note, was established in 1831, with George D. Prentice, the poet, as editor. In 1828 he edited the New England Weekly Review. The Journal was distinguished for its short editorial squibs, which were full of point and wit.

The Journal was noted for its satire and abuse. Prentice spared no political opponent. The Louisville editors were continually exchanging shots either with the pen or pistol—the former often leading to the latter. There are numerous instances of these personal en-



ROBESPIERRE,
A Noted French Journalist of his day.

counters on record. William E. Hughes, of the Democrat, once sent his card to the editor of the Journal. "Tell Mr. Hughes," said Mr. Prentice, "that I will be down as soon as I load my pistols."

PRENTICE FIGHTS A DUEL.

In 1858 Reuben Durrett, editor of the Courier, published a paragraph for several days, strongly insinuating that the conductor of the Journal had fallen from a gangplank under peculiar circumstances. Mr. Prentice stated in his paper that if the paragraph again appeared he would hold the editor of the Courier personally responsible. The paragraph appeared. Mr. Prentice called upon Mr. Durrett. They exchanged two shots, and each editor had to be placed under the care of surgeons.

Mr. Prentice died in 1870 at the age of sixty-seven years. He was an invalid during the later years of his life.

The Courier and Journal were united in 1868 and for some time have been published under the double name. It is edited by Henry Watterson, and its old reputation for wit and humor "hangs round it still." One of the correspondents of the Cincinnati Commercial in 1871 interviewed the new editor. In his story he said:

Going up two flights of stairs, I knocked

HALL CAINE.

at the door of Mr. Henry Watterson's room, and was told to come in. Mr. Watterson is the head and front of the Courier-Journal. He is part owner, managing, editor, editor-in-chief, and all that sort of thing. In short, he

is the Courier-Journal. He was bent over a voluminous pile of manuscript, working like a Trojan, for he lives and flourishes by work. I came near saying that he grows fat by work, but this would not be strictly true, as he is lean and slender. In stature he is small, not weighing, I should think, over a hundred

RUDYARD KIPLING

Mr. Kipling started his newspaper career in India and occasionally reverts to it.

and twenty-five pounds. He has the misfortune to be entirely blind in one eye, and partially so in the other. To see the work that he gets through with in a day, half blind as he is, is enough to make most men with good eyes ashamed.

I had an interesting conversation with Mr. Watterson about the newspaper business, past and present, in Louisville. "I claim to have done some very hard and ungrateful work," said he, "since I came to Louisville. When I came here I found the press of the city as thoroughly infected with the prevailing malady of Southern journalism as it well could be. It either puffed everybody and everything beyond reason, or it blackguarded everybody and everything. Each of the offices was stocked with the riff-raffs of deadbeats and drunkards."

"They were not all deadbeats and drunkards, were they, Mr. Watterson?"

"Oh, no. Of course there were exceptions. I am speaking of them in the main. It was the time-honored habits of most of them to get drunk every day. There was one on the press then who is on the press now who was sober all the year round."

"Who is that?"

"Walter Haldeman. He is one of the best men in the newspaper business anywhere. He deserves a great deal from the commerce of Louisville, and much more from the Democratic party than he has ever got."

"What sort of a set of journalists have you in Louisville now?" I inquired. "I don't mean the Courier-Journal particularly, but all the papers."

"We have got a good set—an excellent set. There is not a drunkard on the press of Louisville, so far as I know. On our paper we

SIR A. CONAN DOYLE,

One of the English writers who has had an extensive newspaper experience.

have got a lot of young fellows, boys picked up at random, and out of the composing room. They are all sober, and they, together with those at work on other papers in the city, would compare with the employes of any bank institution or members of any learned profession in the country. They don't wear swallow-tailed coats nor spend their time and money in drinking saloons and gambling dens."

THE CHARLESTON GAZETTE.

The Charleston (S. C.) City Gazette was a paper of some note in the early part of the century. E. S. Thomas owned and edited it for a time. Then Major M. M. Noah had the management of its columns. This was in 1810. After Noah it was conducted by William Gilmore Simms, the Southern poet, and author of Guy Rives and other reputable works in literature. It was the first journal in South Carolina that opposed the principle of nullification.

The Old Colony Memorial celebrated its fiftieth anniversary May 2, 1872. On the 10th of December, 1822, seven months after the commencement of its publication, John Adams thus alluded to the paper in a letter to Elkanah Watson:

> I hope you received the Old Colony Memorial, a newspaper instituted at Plymouth, and edited by William Thomas, Esquire—a paper which deserves to be read and encouraged by all America.

Among other writers for the Memorial was Daniel Webster. Adams no doubt was a contributor.

THE FIRST SUNDAY PAPERS.

There were no Sunday papers prior to 1825. One hundred years after the first newspaper was started in New York the Sunday Courier was issued in that city. Although the Galaxy made its appearance in religious Boston on Sunday mornings as early as 1834-5, there was a strong public sentiment against them in the Northern States.

The New York Tribune attempted to issue a Sunday edition during the Rebellion, but the remonstrances of several of its subscribers stopped its issue after the first attempt. It was once a part of the management of the New York Journal of Commerce to have no work done in that establishment between 12 o'clock Saturday night and 12 o'clock Sunday night. This was probably the only daily city newspaper in the country having such a rule of conduct at the time.

The first Sunday newspaper that we have any record of, as we have said, was the Sunday Courier, first issued in 1825. It was published by Joseph C. Melcher, at the Tontine coffee house, on the corner of Wall and Water streets, New York City. Thomas Snowden, afterwards of the National Advocate and Courier and Enquirer, was engaged in the enterprise. Very curiously, it was edited by a theological student named William Hill.

The Telegraph was the next paper of this class. It did not long survive its birth. The Sunday Morning News was the next in order. Samuel Jenks Smith was its publisher and editor. It came out shortly after the cholera panic of 1832. John Howard Payne, of "Home, Sweet Home," who had edited a little paper called the Thespian when he was fourteen years old, was associated with Smith.

HOW DRAPER ANNOYED BENNETT.

Warren Draper, who had been connected with the Shipping List and Prices Current, and afterwards started a paper called the Evening Herald to annoy James Gordon Bennett, edited the News after the retirement of Smith. Charles M'Lacklin, of the Evening Mirror, and George G. Foster, the "City Items" of the Tribune, were also writers for the News. It finally passed into the hands of Russell Jarvis, of the Philadelphia Public Ledger, by whom its day of publication was changed from Sunday to Saturday. Then it died.

Another Sunday Courier was established in 1834. It was issued by John Tryon, who afterwards became known as a reporter on the Express, and as a writer of notices, bills and advertisements for the extensive circus companies and menageries of Colonel Welsh and Colonel Mann. James Gordon Bennett owned the Courier at one time, and we have read many of his short and sharp paragraphs in the old file of that paper.

In 1838, two printers, Anson Herrick, of the Express, and Jesse A. Fell, of the Daily Whig, started the Sunday Morning Atlas. They were not supplied with a surplus of industry, and believed that they could get out a paper once a week without great injury to their health. The News at this time was selling at six cents a copy. These two disciples of Faust calculated that if they could publish a paper at three cents they would obtain a large circulation, and make a lot of money from the advertisements they would carry. The editorials were supplied gratuitously for a week or two by Samuel J. Burr (one of the editors of the Daily Whig), Worthington G. Snethen (formerly of John Gibson's True American, of New Orleans), and Frederick West, who issued the first penny paper in Philadelphia, called the Transcript, which was afterwards merged with the Public Ledger.

The Sunday Visitor was started in 1839. Its name was changed to the Sunday Mercury in 1840. Paige and Nichols were the brains of this establishment.

FIRST PENNY SUNDAY PAPER.

The first penny Sunday paper was The Packet. John M. Moore, who seemed to revel in cheap papers and low-priced advertisements, was the originator. It did not live long because it was too cheap and its advertising rate—one cent a line—was too low.

Thaddeus W. Meighan, an industrious writer, started The Star, the second penny paper, in January, 1842. Its price was afterwards raised to two cents, but it lived only eighteen months.

Anderson and Conway, two actors, bought out the Sunday Globe in 1843. It was a star engagement only.

George Wilkes then established the Life in New York. No one knew life in the metropolis more thoroughly than Wilkes, but his paper soon kicked the bucket, and with Enoch E. Camp, he went over to the National Police Gazette. These publications attracted considerable attention and soon had a large aggregate circulation.

The third Sunday Courier, born in 1845, was edited by Thomas L. Nichols, afterwards known as a "Water-cure Physician," and the husband of Mrs. Gove, who created a sensation in New York at one time by her lectures. Nichols had been a reporter on the Herald and had once edited a lively little paper in Buffalo called the Buffalonian. This latter experience was unfortunate, as he got into difficulty and had several libel suits brought against him.

BIRTH OF THE SUNDAY TIMES.

The Sunday Times was next established by John Dillon and John M. Moore. John Hooper, the advertising agent, was also connected with the paper. For a time they published a small evening paper called the Tattler. William J. Snelling, of Boston, wrote for the Times. Major M. M. Noah, as we have already said, united his Weekly Messenger with the Times, and at length became its responsible editor.

The Sunday Dispatch made its debut in 1846, with Amor J. Williamson and William Burns, as the publishers and editors.

The fourth Sunday Courier, which was brought out in 1848, was published by Smith, Adams & Smith: Harry Franco Briggs and John E. Durivage being its editors.

Other Sunday papers published included the Sunday Bulletin, Sunday Galaxy, Sunday Chronicle and Sporting Register, Sunday Reflector, Sunday News, or Extra, Sunday Era, Sunday Age and Sunday Leader.

THE SPORTING PRESS.

William T. Porter, a printer in New York, established the Spirit of the Times in 1831. It was the Bell's Life of America and it was the first weekly sporting paper published in the United States. Porter became widely known throughout the country as a judge of horses and stock of all sorts. His opinion was sought by everyone interested in sports, from catching a trout with a fly and shooting a canvas-back on the Delaware, to the capture of a Buffalo on the prairies.

"The Tall Son of York," as he was familiarly called, became the most genial of companions, and suffered thereby,

W. T. STEAD,

One of the World's best known Journalist who went down on the ill-fated Titanic.

but he made the Spirit of the Times an oracle in the sporting world. Owing to some differences that arose, Colonel Porter left the Spirit of the Times in 1853 or 1854, and, in company with George Wilkes, established what was known for some time as Porter's Spirit of the Times, and which continued to keep up the character of sporting journalism. When Colonel Porter died in 1858, the paper passed into the hands of Mr. Wilkes.

Another paper of this class, the New York Clipper, was started in New York about 1853. The Clipper is a large quarto, handsomely made up and printed. It has the additional title of the Oldest American Sporting and Theatrical Journal, but the Spirit of the Times was more than twenty years its senior.

CLASS PUBLICATIONS.

Class publications occupy an important field, and have a special value. Their individual circulations are not large, as

DANIEL WEBSTER,

Statesman and literateur whose articles in the daily and periodical press were favorites.

their readers are necessarily limited to those who have a particular interest in it. Because these papers specialize on different subjects they can give more information on the subjects or what they treat than the general newspaper can. It may be impossible for a daily paper to give within its limited space

all that might be said upon science, fashion, politics, history, philosophy, literature, theaters, art, music, sporting, yachting, inventions, discoveries, religion, law, poetry, agriculture, trade, finance, morals, education. The news events in these several fields are given but the elaborate and scientific details can only be found in the class papers, where each particular interest can learn all that has been developed, the article being frequently illustrated with superior engravings

LAST CENTURY BOSTON PAPERS.

New England could always boast of her newspapers as she was the mother of many of them in America. They were always well edited; always neatly printed, and always had faith in Boston. Augusta, Concord, Montpelier, Hartford, Providence have done well, and are respected as capitals of their respective States, but Boston stands above them all in the estimation of every New Englander. The newspapers of Boston, therefore, are the newspapers *par excellence* of New England. The Springfield Republican and other journals are influential, and as potent, probably, as the metropolitan papers, but not in the same districts and in the same way. These journals have an individuality and an enterprise of their own that has kept them in the favor of their readers.

The first successful daily paper issued in New England was the Boston Daily Advertiser, the publication of which began March 3, 1813, and reached the century mark just six weeks ago. A second daily paper, called the Federal Gazette and Daily Advertiser, was started in that city Oct. 6, 1796, by Alexander Martin, and edited by John O'Ley Burke, one of the "United Irishmen," but it lived only six months. Another was attempted on Jan. 1, 1798, by Caleb P. Wayne, who was afterwards editor of the United States Gazette of Philadelphia. It lived three months. The Boston Daily Advertiser represented the third attempt to establish a daily paper in the capital of Massachusetts. It was published by William W. Clapp, afterwards of the Saturday Evening Gazette, and was edited by Horatio Biglow.

Biglow conducted the paper until April 6, 1814, when he journeyed to New York and became the editor of the American Monthly Magazine and Critical Review in 1817. Nathan Hale, a nephew of "the patriot spy of the Revolution," after whom he was named, assumed the editorial management of the Advertiser, April 7, 1814, Mr. Clapp continuing as the publisher. Its subhead was then Repertory and Daily Advertiser. Subsequently the Repertory was dropped.

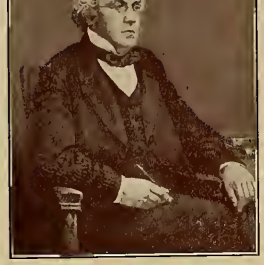
AN ENTERPRISING EDITOR.

Mr. Hale entered upon his duties with a full appreciation of the responsibilities of an editor. Moreover he was wide awake and full of journalistic enterprise. He was the first to introduce steam power-presses in New England, as Walter, of the London Times, was the first to introduce them in Old England. With William Tudor and a few others, Mr. Hale was also one of the founders of the North American Review in 1815, and of the Christian Examiner at a later period.

The Advertiser has absorbed a number of newspapers which were prominent and influential in their day, as these pages testify, but it still maintains its own individuality.

The Advertiser is now spoken of as the "respectable daily" of Boston, and is the organ of Harvard College. It never admits anything offensive to State street, or Beacon street, or the illumination of old Harvard. In old times it never sought an advertisement or a subscriber by personal application, because it regarded such a procedure as undignified.

There was a paper printed in Boston eighty-eight years ago that was interesting and entertaining, and was a valuable guide to the traveler. It had a peculiarly plain headline for its title, and was known as the American Traveler. Its editor was Royal L. Porter. The first number was issued on the 1st of January, 1825. Another paper had been previously published under the name of the Stage Register. It was like the railroad guide of to-day—filled with two and three columns of advertisements of stage lines in the United States, just as our newspapers are now filled with advertisements of railroad lines, giving the time of the departure



THACKERAY.

of the numerous trains to every section and corner of the Union.

These two publications were very properly consolidated, and the same sort of advertisements with the old familiar cut of the stage-coach, four-in-hand, dashing over the dusty roads, appeared in the American Traveller, for which no better name could have been selected.

When the Traveller was issued as a daily all the papers then published in Boston, with the exception of the Mail and Times, were sixpenny sheets, and were too respectable to be sold in the streets by the newsboys. The Traveller was started as a two cent paper, and was not sold on the streets at first, because of the prevailing dignity of the press in the modern Athens. When General Taylor was nominated for the Presidency, Daniel Webster did not enter the campaign with his usual enthusiasm. It was, however, announced one day in August, 1848, that it was the intention of the constitutional expounder to have a talk with his neighbors at Marshfield on the political issues of the day. Worthington, the editor of the Traveller, immediately engaged Dr. James W. Stone, the stenographer, and started for that charming and classic spot. Webster delivered his great speech, in which he uttered, in his most emphatic and impressive manner those memorable but useless words about the nomination of General Taylor: "It was one not fit to be made. No, my friends, not fit to be made."

THE GREAT WEBSTER BEAT.

Worthington and Stone returned by express to Boston, and the next morning a complete report of Webster's appeared in an Extra Traveller, copies of which were sold on the streets by the ragged and rugged newsboys of Boston for the first time in the city's history. The innovation caught the town and thousands of copies were sold. A copy was sent especially to the New York Herald, which reproduced it. Thus the speech was spread over the Union, to the delight of the Democrats and the disgust of the Taylor Whigs. But Old Zach was elected.

About six months ago the Traveller was consolidated with the Boston Herald.

The Boston Courier, for a long time one of the chief Whig papers of Boston, was established March 2, 1824. It was edited till 1848 by Joseph Tinker Buckingham, one of the best known editors of New England. He had also editorial charge of the New England Galaxy and New England Magazine. In addition to his editorial labors, Mr. Buckingham gave the public and the profession his "Reminiscences," which ranks with "Thomas's History of Printing" in this country.

One feature of the Courier was the information it gave to farmers every Saturday morning under the head of "Geoponics." The matter was very useful and valuable, and materially assisted in making farming attractive.

One of the most fascinating writers for the Courier was Louisa Maria Child. Her charming letters from New York were fine specimens of newspaper correspondence. She immortalized Ole Bull in these letters on his first visit to the United States. She was one of the leading editors of the Anti-Slavery Standard in 1842. The Courier is now a weekly paper.

THE BOSTON TRANSCRIPT.

The Boston Transcript, the paper for the tea-table before late dinners became a business and social necessity, was established in July, 1830, by Dutton and Wentworth, two excellent printers and pleasant gentlemen, who were the State printers. Mr. Dutton was foreman of Wells & Lilly's printing office when James Gordon Bennett was proofreader there in 1819-1820. The Transcript was remarkable for its neat typographical appearance. It was small, always clean in appearance, and was a general favorite in the family circle. It was lively, without any large pretensions to enterprise, always carefully edited, and profitably patronized.

The first editor of the Transcript was Lynde M. Walter, who died July 24, 1842. Dr. Joseph Palmer, who was acting editor during Mr. Walter's illness, afterward edited the Sentinel and Gazette, and died in 1871 while commercial editor of the Daily Advertiser. On the death of Mr. Walter, his sister, Miss Cornelia M. Walter, assumed editorial charge of the Transcript and managed the intellectual department of the paper to the satisfaction of every one. Subsequently Epes Sargent was its editor for a number of years.

THE BOSTON LIBERATOR.

The Boston Liberator was one of the remarkable papers of its day. All the

DANTE.

world recognized it as the organ of Abolitionism in the United States. It was better known as Garrison's Liberator. Its publication was commenced on the first of January, 1831, and for thirty-four years it fulminated against the institution of slavery, in spite of persecution, tar and feathers, denunciation, rewards for its editor's head, threatened assassination, hanging in effigy, assaults, and mobs, from which the bold editor barely escaped with his life. William Lloyd Garrison was the master spirit of the paper. What manner of man he was may be seen in an extract of a letter he wrote to John Neal, editor of the Yankee, which appeared in that paper on the 20th of August, 1828, nearly two years and a half before the issue of the Liberator. This is the extract:

> I have only to repeat, without vanity, what I declared publicly to another opponent—a political one (and I think he will never forget me)—that, if my life were spared my name shall one day be known so extensively as to render private inquiry unnecessary; and known, too, in a praiseworthy manner. I speak in the spirit of prophecy—not of vain-glory—with a strong pulse, a flashing eye and a glow of the heart. The task may be yours to write my biography. WM. LLOYD GARRISON.

Immediate emancipation was the principle on which Garrison conducted the Liberator. Such was the effect produced by the circulation of this paper that the legislature of Mississippi, by special enactment, offered a reward of $5,000 for the arrest of and prosecution of any person who should be detected in the circulation of the Liberator in that State. Several other States adopted the same policy of suppression. The Emancipator, issued in New York, was indicted in Alabama, and Governor Gayle, of that State, actually sent on a requisition to Governor Marcy, of New York, for the surrender of R. J. Williams, its publisher. Mr. Williams was not considered a fugitive from justice by the Governor of New York.

BIG PURSE FOR GARRISON.

The Liberator was managed with great energy and boldness from its commencement till the emancipation of the 4,000,000 of slaves in the United States was an accomplished fact.

The friends of Garrison, in Europe and America, in consideration of his services towards emancipation, subscribed $31,000, which they present to him in 1868.

THE BOSTON POST.

The Daily Morning Post is one of Boston's famous papers. It possesses enterprise and a keen sense of the kind of news its public likes. Its first number was issued November 9, 1831, with Beals and Greene as the publishers, and Charles Gordon Greene as editor. It has always been a Democratic paper.

The Post remained in the hands of Beals and Greene for many years, and was then handed down to the sons of the original proprietors. It is now owned and edited by E. A. Grozier, once one of Joseph Pulitzer's able lieutenants.

The organ of the Whig party in New England, in its days of vigor, was the Boston Atlas, which was established by John H. Eastburn on July 2, 1832. Mr. Eastburn was long and favorably known as the City Printer of Boston.

Eastburn imported Major Haughton, of the Journal of Commerce from New York at a salary of $800 per annum to manage the editorial part of the paper. It was the Atlas that originally established horse and railroad expresses to bring to the city the results of the election in the Massachusetts towns for publication on the morning after election. There were very few railroads then.

Eastburn, having the city printing on his hands, disposed of his interest in the Atlas to Haughton, who then carried on the establishment alone. He continued his enterprise and ran expresses on all important occasions.

THE BOSTON JOURNAL.

One of Boston's leading papers is the Boston Daily Journal, which was established in 1833 by Ford and Damrell. Its editor was John S. Sleeper. It struggled along for several years with indifferent success. Indeed, in 1837, its financial condition was such that Mr. Damrell deemed it his duty to withdraw from the concern. In 1841 the paper passed into the hands of Sleeper, Dix and Rogers. The new owners infused some life and energy into the enterprise, which soon began to have its effect in its financial exhibit and in its reading columns.

Captain Sleeper, who was the editor, wrote a series of sea tales over the signature of "Hawser Martingale,"

THE PUBLIC LEDGER

A NATIONAL NEWSPAPER PHILADELPHIA

FOR seventy-seven years the Public Ledger has been an institution that could not be supplanted in Philadelphia family life, and to generations of Pennsylvanians, it has been an inspiration; and is stronger today than ever.

Since January first the Public Ledger has been vastly improved and expanded. The Editorial and News Staffs are being re-organized, and as the new mechanical facilities now under way permit further expansion, they will be augmented with the strongest journalists and best talent procurable in America.

The dominant new features in the enlarged Public Ledger are:

¶ *(a.)* A broader National appeal; the recognition that America should have one newspaper where the news and life in all sections of the great country should be reported, in a news service that has never before been attempted.

¶ *(b.)* A more comprehensive treatment than is usually accorded in any newspaper of the farm life of its section, the aspirations and aims of the practical tillers of the soil; of the propagation of civic ideals in City Planning, City Building and the homes of its citizens; of the intimate social and personal life of the community, as well as its commercial, industrial and religious activities; also a mirror of the life of the country adjacent to Philadelphia—in fact,

A NATIONAL NEWSPAPER IN ITS LARGEST SENSE, RELIABLE, CONSERVATIVE, TRUTHFUL, ACCURATE, COMPREHENSIVE, A JUST INTERPRETER AND A SOUND COUNSELLOR. AMERICAN NEWSPAPER MEN BY WATCHING THE PUBLIC LEDGER WILL SEE THE DEVELOPMENT OF THE AMERICAN NATIONAL NEWSPAPER.

THE PUBLIC LEDGER—A NATIONAL NEWSPAPER

PHILADELPHIA · PENNSYLVANIA

which greatly increased the circulation of the Journal, and added interest to its pages. The Journal has changed owners many times. Frank A. Munsey was one of its recent publishers. The present owner is Matthew Hale.

When the Journal was once managed by an association, its chief editor then was Stephen N. Stockwell, who was connected with the paper for a quarter of a century or more. Webster and Choate praised him.

There are other papers of talent and tact in Boston. Several are of recent origin. The Herald has been since the days of the sedate William B. English, one of New England's best papers. On March 4, 1872, the Globe was inaugurated.

BIRTH OF ONE CENT DAILY.

NEW YORK NEWSPAPERS.

The Penny Press of America dates from 1833. There were small and cheap papers published in Boston and Philadelphia before and about that time. The idea came from the Illustrated Penny Magazine, issued in London in 1830.

On Tuesday, the 3d of September, 1833, the first number of the New York Sun was issued by Benjamin H. Day, a printer.

It sold for one cent and continued to sell at that price per copy for thirty years, or till the rebellion; then the Sun was doubled in price.

Shortly after the appearance of the Sun, the New York Daily Bee was established by John Lemuel Kingsley, but it did not long survive the perils of the early penny press.

The New York Transcript came next as a one cent paper. It made its appearance in 1834, and in one year it had a circulation as large as that of the Sun. On the 24th of July, 1839, the Transcript died, and for a quarter of a century after this Billings Hayward, one of its proprietors, was employed in the composition rooms of the Herald.

There was only one paper that was ever regularly published at a cheaper rate than these penny papers; that paper was the New York Citizen. It was the organ of the Citizen's Association, at the head of which was Peter Cooper. It was the object and purpose of this association to reform the abuses of the public authorities of the metropolis. The Citizen was too cheap. It, therefore, had no influence. It was used for wrapping paper, or rather, thrown away.

THE NEW YORK HERALD.

JAMES GORDON BENNETT, SENIOR.

With a nominal cash capital of five hundred dollars the New York Herald was established, and the independent press inaugurated. But the real capital of the concern was in the brains of its founder. With twelve or fifteen years of active application and close observation in manners, politics and society in New York, Albany and Washington, and in the newspaper offices of the Charleston (S. C.) Courier, the National Advocate, the Sunday Courier, the New York Enquirer, the Morning Courier and Enquirer, the New York Globe and the Pennsylvanian, as reporter, correspondent, assistant editor and owner, he was prepared for such a paper as the New York Herald.

On Wednesday morning, the 6th of May, 1835, the initial number of the Morning Herald was issued by James Gordon Bennett & Co. from the basement room of No. 20 Wall street, New York.

There were seven large morning papers called "sixpenny sheets," four evening papers of the same character and price, and four small, cheap papers, known as the "penny press," issued in the metropolis on the list of May, 1835.

The population of New York in 1835 was 270,089. Steamboats, comparatively few in number, were running on several of our rivers, and there were only two short railroads, one in New York and the other in South Carolina. It was not until 1828 that the first locomotive was introduced in this country, and only on a coal mine track. No other attempt was made till 1831, when a locomotive called the John Bull and an engineer named John Hampden were imported from England, and ran with a small train from Albany to Schenectady over the Mohawk & Hudson Railroad. Twelve passengers, including Thurlow Weed, who represented the Press, were conveyed on this first steam passenger train. Newspapers till this time had to rely upon the old stages, coaches and post riders for the distribution of their papers.

Over two years elapsed after the opening of the two railroads mentioned before another road was opened to newspapers and traffic.

The first issue of the Herald was neatly printed on sheets ten by fourteen inches in size. Twelve columns of reading matter and four columns of advertisements filled this number.

The editor introduced the first number with the following unique announcement of his purposes and intentions. It was his declaration of independence and the platform of his journalistic principles:

James Gordon Bennett & Co. commence this morning the publication of the Morning Herald, a new daily paper, price $3 per year, or six cents per week, advertising at the ordinary rates. It is issued from the publishing office, No. 20 Wall street, and also from the printing office, No. 34 Ann street, third story, at both of which places orders will be thankfully received.

The next number will be issued on Monday morning—this brief suspension necessarily taking place in order to give the publishers time and opportunity to arrange the routes of carriers, organize a general system of distribution for the city, and allow subscribers and patrons to furnish correctly their names and residences. It will then be resumed and regularly continued.

In the commencement of an enterprise of the present kind it is not necessary to say much. "We know," says the fair Ophelia, "what we are, but know not what we may be." Pledges and promises in these enlightened times are not exactly so current in the world as Safety-Fund Notes, or even the U. S. Bank Bills. We have had an experience of nearly fifteen years in conducting newspapers. On that score we can not surely fail in knowing at least how to build up a reputation and establishment of our own. In debuts of this kind many talk of principle—political principle—party principle, as a sort of steel-trap to catch the public. We mean to be perfectly understood on this point, and therefore openly disclaim all steel-traps, all principle, as it is called—all party—all politics. Our only guide shall be good, sound, practical common sense, applicable to the business and bosoms of men engaged in every-day life. We shall support no party—be the organ of no faction or coterie, and care nothing for any election or any candidate from president down to a constable. We shall endeavor to record facts on every public and proper subject, stripped of verbiage and coloring, with comments when suitable, just, independent, fearless and good-tempered. If the Herald wants the mere expansion which many journals possess, we shall try to make it up in industry, good taste, brevity, variety, point, piquancy, and cheapness. It is equally intended for the great masses of the community—the merchant, mechanic, working people—the private family as well as the public hotel—the journeyman and his employer—the clerk and his principal. There are in this city at least 150,00 persons

TOM MOORE.

who glance over one or more newspapers every day. Only 42,000 daily sheets are issued to supply them. We have plenty of room, therefore, without jostling neighbors, rivals, or friends, to pick up at least twenty or thirty thousand for the Herald, and leave something for others who come after us. By furnishing daily morning paper at the low price of $3 a year, which may be taken for any shorter period (for a week) at the same rate, and making it at the same time equal to any of the high-priced papers for intelligence, good taste, sagacity, and industry, there is not a person in the city, male or female, that may not be able to say, "Well, I have got a paper of my own which will tell me all about what's doing in the world. I'm busy now, but I'll put it in my pocket, and read it at my leisure."

With these few words as "grace before meat" we commit ourselves and our cause to the public, with perfect confidence in our own capacity to publish a paper that will seldom pall on the appetite, provided we receive moderate encouragement to unfold our resources and purposes in the columns of the Morning Herald.

On the 11th of May, after the short suspension mentioned, the second num-

CHRISTOPHER COLUMBUS.

ber of the Morning Herald appeared. The editor then promised to "give a correct picture of the world—in Wall Street, in the Exchange, in the police office, at the theatre, in the opera, in short, wherever human nature and real life best displays their freaks and vagaries."

On the 12th of August, 1835, the office, type, presses, books and papers of the Herald were destroyed by fire. Owing to this calamity, there was a suspension of the publication of the paper for nineteen days. On the 31st of August it reappeared. It was then called The Herald.

On the 17th of August, 1836, the price of the Herald was raised to two cents. Such was the furore of the public for the paper at that time that the newsboys and news dealers charged two cents per copy everywhere.

In November, 1836, a desperate assault was made on Mr. Bennett in his office by Thomas Hamblin, manager of the Bowery Theater. There had been a difficulty and a separation between Hamblin and his wife. Theatrically, the matter was made a public one. The Herald espoused the cause of Mrs. Hamblin. When the Bowery Theater was destroyed by fire, an effort was made to give Hamblin a complimentary benefit. This the Herald opposed in the strongest terms in a series of effective articles. They produced such an impression on the public mind that the benefit was a comparative failure. Shortly after there was a dinner-party of a dozen of Hamblin's friends at the rooms of Jared W. Bell, near the Herald office. Bell was the publisher of the New Era. While at this dinner it was arranged, in the excitement of the occasion, to assault Mr. Bennett in his office. It was asserted that it was the intention of Mr. Hamblin and some of his friends to break the right arm of the editor. Whether or not this be true, it was evident that the manager intended some mischief. He was large and powerful. Accompanied by three or four friends, he entered the newspaper office through a back passage unawares, and commenced a furious assault on the editor. The police and others interfered, and prevented serious consequences.

With the organization of the shipnews establishment and the aid of the Sandy Hook pilot-boats, the Herald began its real career as a great newspaper. These were the early days of news excitement among the new class of journals of New York. Nearly all of the European news received then by sailing packets first appeared in the Herald. Its fleet of pilot-boats became known as the Teaser, the Celeste, the Tom Boxer, but the Teaser was the famous name in every newspaper office.

When the little steamer Sirius crossed the Atlantic and anchored off the Battery, in New York Harbor, early on the beautiful morning of April 23, 1838, followed a few hours after by the Great Western, not only New York, but the whole country, was thrown into a delirium of excitement. All the newspapers partook of the popular sensation. It was only equaled by the laying of the Atlantic Cable, in 1866. The New York Herald was buoyant on the topic. Its editor immediately seized the opportunity to enlarge his enterprise. On the 1st of May he left New York, on the return trip of the Sirius, to make extensive arrangements for correspondence from the news centers of Europe. With the increase of steamship lines the European arrangements of the Herald were improved and enlarged, the celebrated Dionysius Lardner at one time having charge of the bureau in Paris.

It was in the spring of 1839 that the Herald undertook to report the proceedings of the religious anniversary meetings annually held in New York City. These large religious societies had met in that city for years, but their doings, so far as the public were concerned, were only to be found in their annual reports, printed by the societies, of limited circulation, and which gave the public only the financial exhibit of each.

Spreading the leading sermons, preached on Sunday to a few hundreds in the churches, before a large audience of thousands, was a part of the plan. This idea was carried into effect in 1844, but the reports did not appear till Tuesday. Later the Herald of each Monday devoted one and two pages to the important sermons preached on the previous day, not only in New York, but in Boston, Philadelphia, Washington, Cincinnati, and even in Dublin and in London. The next morning these appeared before another audience of half a million—not of Catholics or Congregationalists alone, but to an audience of Jew and Gentile, Episcopalian and Unitarian, Universalist and Orthodox, infidel and believer of all shades of opinions.

James Gordon Bennett continued his wonderful journalistic enterprises year after year, injecting new and necessary features, keeping pace with the times up until 1872 when he died, leaving all the responsibilities of his great enterprise upon the shoulders of his son, James Gordon Bennett, Jr., who has ever since conducted the Herald on the same basis as his father.

A whole volume could be devoted to the history of the Herald, same as could be written about dozens of other great American newspapers, but the space in these pages is so limited that we can only touch here and there on a few, trusting some day to publish a full and complete report of all.

THE NEW YORK TRIBUNE.

Another remarkable newspaper of the old school was the New York Tribune.

Horace Greeley, when he set up some of the type of the first regular penny paper in America for Dr. Shepard; when he failed in a literary enterprise like the New Yorker; when he wrote letters from Albany, in 1838, to the New York Daily Whig, and let himself out at a cheap rate to Thurlow Weed and the Albany politicians to make a splurge with the Log Cabin during the "hard-cider" campaign for Harrison, in 1840, was learning the business of a newspaper maker.

With a small borrowed capital in money Horace Greeley, with some reputation for industry and ability, with the leading politicians of that day at his back, and with the aid and comfort of a few sincere friends, started the Tribune. It was commenced as a one-cent paper. This journalistic event took place on the 10th of April, 1841.

The Tribune started with a moral

The Philadelphia Bulletin passes the three hundred thousand mark

THAT the people of Philadelphia and its vicinity appreciate the endeavors of "The Bulletin" to give them all the news of the day as fairly, as exactly and impartially as it can be laid before them, is attested not only by the fact that the name of "The Bulletin" has become as a household word among them, but that its circulation now reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania.

The following statement shows the actual circulation of "The Bulletin" for each day of publication in the month of March, 1913:

1	298,123
2	Sunday
3	305,110
4	316,594
5	312,580
6	301,370
7	298,781
8	298,082
9	Sunday
10	304,962
11	306,701
12	306,190
13	304,686
14	304,082
15	295,637
16	Sunday
17	305,865
18	308,501
19	305,215
20	302,511
21	288,328
22	295,987
23	Sunday
24	289,627
25	301,118
26	305,072
27	309,801
28	313,164
29	300,029
30	Sunday
31	309,617

"The Bulletin" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

Net Paid Average for March **303,374 Copies a day.**

In Philadelphia there are 346,000 Homes: Therefore, you need "The Bulletin" if you want Philadelphia.

William L. McLean, Publisher, City Hall Square, Philadelphia.

CHICAGO OFFICE:
J. E. Verree, Steger Bldg.

NEW YORK OFFICE:
Dan. A. Carroll, Tribune Bldg.

character. Greeley, announcing his intention to publish a cheap daily paper, he issued a prospectus full of excellent ideas.

The Tribune has always been remarkable for its peculiar penchant for isms of all sorts. It committed itself to Fourierism in the autumn of 1841, and in the communications of Albert Brisbane, an enthusiastic pupil of Charles Fourier, in the controversy of Horace Greeley in the Tribune and Henry J. Raymond in the Courier and Enquirer, and in the showers of ridicule from the Herald, the paper became widely known and its editor famous. It was an early advocate of woman's rights, and its course was strongly indorsed by Mrs. Julia Ward Howe in the Woman's Rights Convention, held in Worcester, Mass., in December, 1869. Mrs. Howe advocated the establishment of a newspaper devoted to their cause and spoke of the corruption in city governments.

The Tribune, in the progress of time and events, became the organ of the National Republicans, and is one of the strongest. It had two strong national ideas: a high protective tariff and the abolition of slavery, and one social idea —Fourierism. Commencing political life as an ardent admirer of Henry Clay, and then of William H. Seward, the Tribune has kept on the opposition track to democracy. Its editor became a public lecturer and thus extended the influence of his paper.

The corporation idea in newspapers in the United States originated in the Tribune office. It was carried into effect by the Tribune in 1846, and is now quite common for newspapers to be owned in this way, or as incorporated institutions.

When the editor of the Tribune visited Europe in 1851, he made his appearance in England during one of the agitations for the repeal of the stamp duty on newspapers and the duty on advertisements in that kingdom. Eight members of the House of Commons had been selected as a committee to take evidence on the subject. While this committee was holding its sessions, Greeley arrived in London, and was called before them. Their report was published in the Tribune on the 16th of September, 1851.

The Tribune always threw its whole strength into any political fight it engaged in. On the Kansas question, for example, it was all Kansas. Its columns, day after day and week after week, were filled with articles on this question.

Immediately after the inauguration of President Lincoln in 1861, it became the talk in newspaper circles that the Tribune would be depleted of its writers in consequence of the necessity of the new administration for suitable men to send abroad as ministers, chargé d'affaires and consuls, and it was apparent in Washington that very few diplomats could be found outside of that establishment.

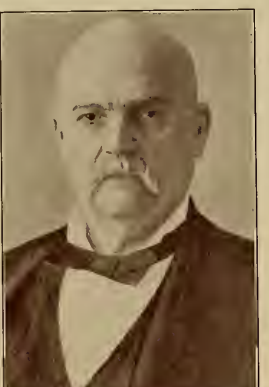
James Watson Webb, of the Courier and Enquirer, who had been *chargé* to Austria, was appointed minister to Brazil. John Bigelow, of the Evening Post, received the appointment of minister to France after that office was declined by James Gordon Bennett, of the Herald. Allen A. Hall, of the old Nashville Whig, was minister to Bolivia; Edward Jay Morris, of the Philadelphia Inquirer, minister to Turkey, and Rufus King, formerly editor of the Albany Daily Advertiser, represented our nation at Rome. Charles Hale, of the Boston Advertiser, was consul-general to Egypt. These appointments were made by President Lincoln, and none of these distinguished journalists disgraced their profession or their country while dressed in the plain Republican diplomatic costume, so neatly arranged by that eminent statesman, William L. Marcy.

In 1871, when Greeley made his tour through the Southern States after a special visit to Texas, he became a candidate for the presidency. It was then deemed unsafe for an anti-slavery man to travel south of Mason and Dixon's line. The editor of the Tribune lived long enough to enjoy this privilege. His trip through the South was a triumphal march.

Greeley was one of the candidates for the presidency in the bitter campaign of 1872. In the following letter, which appeared in the Lexington (Mo.) Caucasian, he mildly told his correspondent, who was a free trader: "I am not the man you need":

New York, Oct. 18, 1871.

Dear Sir.—I have yours of the 11th inst. I have no doubt that the policy you suggest is that which your party ought to adopt. They should have taken up Salmon P. Chase in 1868; then, as a result of that contest, the return of genuine peace and thrift would have been promoted. That policy gave you more



HARVEY W. SCOTT.

last year in Missouri than could have been achieved by a party triumph. You only err as to the proper candidate. I am not the man you need. Your party is mostly free-trade, and I am a ferocious Protectionist. I have no doubt that I might be nominated and elected by your help, but it would place us all in a false position. If I, who am adversely interested, can see this, I am sure your good sense will, on reflection, realize it. You must take some man like Gratz, Brown, or Trumbull, or General Cox, late Secretary of the Interior, and thus help to pacify and reunite our country anew. Yours,

HORACE GREELEY.

But in Cincinnati in May, 1872, and in Baltimore in July of that year, the opposition elements united on the editor of the Tribune and made him their presidential candidate in spite of their free trade notions, and in spite of his being a "ferocious protectionist."

NEXT IN GREELEY'S CHAIR.

In the winter of 1868-69 a serious difference occurred between Mr. Young and the publishers of the Tribune, which resulted in his withdrawal from the service of the paper, and in the spring of the latter year Mr. Whitelaw Reid was installed in his place as managing editor.

In that arduous and difficult post Mr. Reid showed himself, to Mr. Greeley's profound satisfaction, as efficient an executive as he had been a brilliant writer.

Then came the political campaign of 1872. Immediately upon his nomination for the presidency, Mr. Greeley resigned the editorship of the Tribune, and Mr. Reid was unanimously chosen by the directors to fill his place. Thus he became the editor of the Tribune, the second editor the paper had had. Throughout that campaign Mr. Reid directed the paper with a skill which elicited the admiring tributes of even his political adversaries.

Disciple of Greeley though he was, and reverently devoted to the cardinal principles of his public ethics, he yet took a more catholic view of the duties and responsibilities of a newspaper and strove to make it less of a partisan controversial tract and a more well-balanced and impartial record of the world's daily doings.

His editorial page was as vigorous as intense, and on occasion as impassioned as ever Mr. Greeley had made it, but in his news columns he gave full and impartial reports of the doings and opinions of his opponents, as well as his friends.

No party leader and party organ could be more loyal to their candidate or more efficiently zealous in his service than Mr. Reid and the Tribune were to Mr. Greeley in that campaign. Mr. Reid was editor-in-chief of the Tribune until his death, last December. It is now conducted by his son, Ogden Mills Reid, with Conde Hamlin as its business manager.

THE NEW YORK TIMES.

The first number of the Times appeared on the 18th of September, 1851. It was a one-cent paper. Its editor, Henry J. Raymond, had been connected with the Press for a little over ten years. He determined to be a journalist, and bent all his energies to accomplish this greeat end.

Mr. Raymond was also a very accurate reporter. Daniel Webster always preferred him to any other to take down his speeches. When he intended making one anywhere, he sent for Mr. Raymond to be present.

The introductory article of the Times in its first issue embraces the points of the policy that was to govern its editor. Mr. Raymond, in his initial number, said:

We publish to-day the first number of the New York Times, and we intend to issue it every morning (Sundays excepted) for an indefinite number of years to come. As a newspaper, presenting all the news of the day from all parts of the world, we intend to make the Times as good as the best of those now issued in the City of New York; and in all the higher utilities of the Press, as a public instructor in all departments of action and of thought, we hope to make it decidedly superior to existing journals of the same class. * * * We shall seek, in all our discussions and inculcations, to promote the best interests of the society in which we live; to aid the advancement of all beneficient undertakings, and to promote in every way, and to the utmost of our ability, the welfare of our fellow men.

Upon all topics—political, social, moral, and religious—we intend that the paper shall speak for itself, and we only ask that it may be judged accordingly. We shall be conservative in all cases where we think conservatism essential to the public good, and we shall be radical in every thing which may seem to us to require radical treatment and radical reform. We do not believe that every thing in society is either exactly right, or exactly wrong; what is good we desire to preserve

JAMES W. SCOTT.

and improve; what is evil, to exterminate and reform.

We shall endeavor so to conduct all our discussions of public affairs as to leave no one in doubt as to the principles we espouse or the measures we advocate; and while we design to be decided and explicit in all our positions, we shall, at the same time, seek to be temperate and measured in all our language. We do not mean to write as if we were in a passion unless that shall really be the case, and we shall make it a point to get into a passion as rarely as possible. There are very few things in this world which it is worth while to get angry about, and they are just the things that anger will not improve. In controversies with other journals, with individuals, or with parties, we shall engage only when, in our opinion, some important public interest can be promoted thereby, and even then we shall endeavor to rely more upon fair argument than upon misrepresentation or abusive language.

In 1852 Mr. Raymond was sent as a substitute to the Whig National Convention at Baltimore, where he made an impression as a public speaker. Honors crowding upon him, he received in 1853, from Horace Greeley, the title of "Little Villain." It was required by law, in 1853, to publish the weekly statements of all the metropolitan banks in some one newspaper. Mr. D. B. St. John, who had been a shareholder in the Times, was Superintendent of the Bank Department. He selected the Times.

"Little Villain" adhered to Raymond through life. In reply to a friend who asked Raymond how the nickname had been given him and how he liked it, Raymond said: "Well, I suppose I must accept the title, as I first gave it publicity."

In 1854 Raymond was elected Lieutenant-Governor of New York. In 1854 he wrote the "Address to the People," which was adopted by the Republican party at its first National Convention, held in Pittsburgh, Pa.

Mr. Raymond refused a new nomination for Governor of New York in 1857. He had made arrangements for the erection of a new building for the Times, which was one of the first of the kind erected in New York.

Mr. Raymond wrote tthe Baltimore resolutions of 1864, and was elected chairman of the Republican National Committee. In that year he was sent to Congress from New York City and became a strong conservative Republican in tthe councils of the nation. He wrote the "Life of Abraham Lincoln" in 1865, afterward enlarging it to the more pretentious title of "Life, Public Services and State Papers of Abraham Lincoln."

Raymond entered the presidential campaign of 1868 not as an independent journalist, and was chairman of the Republican Committee in New York till a few days before his death, June 18, 1869.

The course of the Times, subsequent to the death of its chief founder and chief editor, is of interest to the public and to journalism. Mr. George Jones, who had been the business partner and cherished friend of Mr. Raymond from the origin of the Times, assumed the entire management of the concern and placed its old attaches over its several departments. Mr. John Bigelow, formerly of the Evening Post, was selected to take the place of Raymond as editor. He later resigned his position.

On the retirement of Mr. Bigelow, the position of managing editor was given to Mr. George Sheppard. He retired after a brief period. Mr. Jones then appointed Mr. L. J. Jennings as editor-in-chief.

THE NEW YORK LEDGER.

The New York Ledger was originally called the Merchants' Ledger. It was devoted to mercantile affairs previous to 1851. It was originally started by an ex-merchant, who conceived the idea of making a paper that would interest country merchants. It was purchased by Robert Bonner in 1851. It appears that the first proprietor of the Ledger had invented a printing press which he thought would supersede Hoe's machines.

When President Grant got into trouble with the gold dealers of Wall and Broad streets, in the memorable gold-gambling operations of September, 1869, Bonner came to the rescue, and caused any amount of envy and jealousy in the other newspaper offices of New York by the following correspondence, which appeared in almost every journal in the land.

EDITOR BONNER TO PRESIDENT GRANT.

Office of the Ledger, corner of Spruce and William Streets,
New York, October 11, 1869.

My Dear General.—As I stated to you immediately after your election that there was

Through the Columns of

THE PHILADELPHIA RECORD

NUMBER 16,016 • PHILADELPHIA, MONDAY MORNING, APRIL 14, 1913 • PRICE ONE CENT

POPE'S DANGER MADE GREATER BY PNEUMONIA

Great Alarm is Caused at Midnight by Ruskin Cough Bringing Blood.

DOCTORS ADMIT GRAVITY BUT DENY END IS NEAR

Declare Present Crisis Can Be Overcome and Pontiff May Live for Years.

BULLETINS

Vatican Guards Out and Rain Drives Watchers.

BRYAN TALKS TO BIG AUDIENCE

Secretary of State Honored

GIRICE ESCAPES MURDEROUS ATTACKS

ASSASSIN FIRES AT SPAIN'S KING

Bullets Saved by His Own Coat in Addition to His Horseman.

The Greatest Number of Advertisers Reach the Great Philadelphia Field

That Philadelphia is almost the largest and best field for advertisers in the United States the following carefully compiled figures prove:

The City of Homes

Philadelphia has a population of 1,600,000 with 342,000 dwellings, and 251,884 men and women wage-earners; 93% of the population live in separate dwellings. Philadelphia is essentially an American community—seven out of every ten being native born, and 90% speaking English.

That this immense population has money is shown by

Philadelphia's Great Business

Philadelphia produces one-twentieth of the manufactured products of the United States.

It is FIRST in the manufacture of Hosiery, Knit Goods, Carpets, Rugs, Hats, Locomotives, Upholstery, Street Cars, Oil Cloths, Linoleum, Cloth, Saws, etc., etc.

Philadelphia Leads the World in Textiles

$70,869,648 worth of Philadelphia goods went to foreign markets in 1912.

One Philadelphia Savings Bank has 211,000 separate accounts; another 172,000 separate accounts, representing deposits of over $105,000,000.

An average of 650,000 newspapers are sold in Philadelphia every morning, and 700,000 every Sunday.

An average of 200,000 people pass in and out of Philadelphia daily.

500 suburban towns, within fifty miles of Philadelphia, representing over 1,000,000 people, send trade to this city.

Every year for 20 years "The Philadelphia Record" has published more display advertising than any other Philadelphia newspaper.

no office which I desired either for myself or any friends, I have had no occasion to write to you in regard to such matters. There is a matter now, however, that concerns you personally, and in which I feel that I discern your interest so plainly that I take the liberty to write to you with reference to it. I do this with less hesitation, because you did me the honor, after your election, to confide to me pretty fully your views. In the present disturbed state of the public mind concerning the recent gold combination, is it not the quickest and surest way to set at rest the great excitement and uneasiness which prevail for you to make a brief denial over your own signature of all foreknowledge of that combination, in order to relieve yourself entirely from all responsibility for the acts of others? Of course, those who know you personally do not require such a disclaimer: but the great public, whose minds are liable to be warped by the determined and persistent efforts to injure you, will be, it seems to me, at once satisfied and quieted by such a statement.

Sincerely yours, ROBERT BONNER.

President Grant.

PRESIDENT GRANT TO EDITOR BONNER.

Washington, D. C., October 13, 1869.

Robert Bonner, Esq.:

Dear Sir,—Your favor of the 11th inst. is received. I have never thought or contradicting statements or insinuations made against me by irresponsible parties, as those are alluded to in your letter; but as you have written to me on the subject in so kind a spirit, I will say I had no more to do with the late gold excitement in New York City than yourself, or any other innocent party, except that I ordered the sale of gold to break the ring engaged, as I thought, it a most disreputable transaction. If the speculators had been successful, you would never have heard of any one connected with the administration as being connected with the transaction. Yours truly, U. S. GRANT.

P. S.—I have written this in great haste, and without exercising judgment as to the propriety of writing it, but I submit it to your judgment.

U. S. G.

THE NEW YORK WORLD.

HOW IT WAS STARTED.

The New York World appeared in June, 1860.

It was at this period that the Times, Herald and Tribune had become representative papers. The Herald has its own community of readers, and the Tribune its peculiar class; the Times represented the juste milieu. What was wanted was a daily religious paper—a daily moral paper—to give all the news, to shut out the wretched criminal police reports, to ignore the slander suits and prurient divorce cases; not to shock the public with the horrid details of murders, but to give the news, such as ought to satisfy any reasonable being—indeed, it was to publish a paper conducted on high moral principles, excluding advertisements of theatres, as the Tribune for a time had done; excluding all improper matter, as the Times for a time had done; and giving all the news, as the Herald always had done.

With this high purpose in view, a large sum of money was subscribed by some of the best men in the metropolis. Alexander Cummings, formerly of the North American, and afterwards of the Evening Bulletin of Philadelphia, was selected as its manager. He had evidently full power. Hoe made one of his fastest presses for the new establishment. A splendid new building on the block with the Times was leased. Editors and reporters were engaged. All the arrangements were made and completed, and in 1866 the World made its appearance.

It was a dignified and a moral sheet. The World had all the telegraphic and all the shipping intelligence that the other papers had, and, with its contemporaries, it had the world, physically and mentally, before it.

Two hundred thousand dollars were spent in the effort to make the World a success as a religious organ. Those who subscribed this money became disgusted. Alexander Cummings left on this account and afterwards became Governor of Wyoming Territory. The World changed hands. It then became a secular paper—a worldly World—and has never deviated from its new path.

No better men than the originators of this paper ever lived. They wished to disseminate sound principles and good morals among the masses.

On the 1st of July, 1861, the World and the Morning Courier and New York Enquirer were united, and appeared on that morning under the double name of the two papers.

Finally, with a determination to stand alone in its glory, it quietly dropped the latter name, and sensibly adheres to that of The World alone.

After it ceased to be the organ of the wealthy religious coterie that brought it into existence, numerous reports were in circulation that it belonged to August Belmont, Sr., the well-known banker; Mayor Fernando Wood, John Anderson, the wealthy tobacconist; Collector Augustus Schell, Thurlow Weed, Benjamin Wood and half of the bankers in Wall street at that time. Manton Marble at last became its responsible editor. Finally the whole concern passed into the hands of Marble. It had been through fire. Starting full of religious sentiments, it became a half-and-half Democratic sheet; then it swallowed two or three old Whig and Republican organs, and became more Democratic than before.

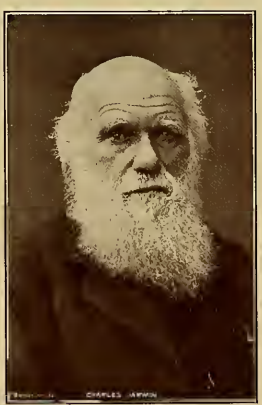
The World is a party paper, but at the same time an independent organ of public opinion. During the Presidential campaign of 1868 it became manifest to a portion of the Democracy that their nominations for the offices of President and Vice-President were not strong enough to be elected in the face of the enthusiasm for Grant. The World boldly and recklessly came out almost on the eve of election day and demanded the withdrawal of the candidates and the substitution of others in their place. It produced an impression and created a sensation; it showed the independence of the journal favoring such an enterprise in the midst of an exciting political campaign, if it did not exhibit power and influence enough to accomplish its object.

On the 29th of December, 1869, Manton Marble, who commenced his journalistic career on the Boston Traveler, continuing it on the New York Evening Post, culminated by becoming sole proprietor of the World, paying $100,000 for one-fourth of the stock.

THE NEW YORK SUN.

ITS SALE TO DANA AND ASSOCIATES.

The first we know of Charles A. Dana as a journalist was as a member of the famous Brook-Farm Community, com-



DARWIN.

posed of such men as Nathaniel Hawthorne, Ralph Waldo Emerson, William E. Channing, A. Bronson Alcott, George Ripley and Charles A. Dana.

After Brook-Farm, Dana wrote for the Chronotype in Boston, and then came to the Tribune office. Ripley came also at the same time. Dana, being an accomplished linguist, and full of European ideas, facts and the rights of man, took charge of the foreign department of that paper at $12 per week, and Ripley, who had been a Unitarian clergyman, became its hard-working and scrupulously neat literary editor at $5 per week. While these two Brook-Farm philosophers were thus engaged, they managed to edit the New American Encyclopedia. Dana became the managing editor of the Tribune.

There was a little difficulty in the Tribune and Dana left. This happened early in 1862, and had something to do with the "On to Richmond" movement which resulted so disastrously at Bull Run. What then? Secretary Stanton, who wrote the famous Joshua and Lord of Hosts letter to the Tribune, took to Dana, and Dana took to the field. He was appointed Assistant Secretary of

PULITZER.

War, and sent to the West to cooperate personally with General Grant in his operations against the rebels. He filled this position with ability from August, 1863, to August, 1865. On the suppression of the rebellion it was thought that a new paper was necessary in Chicago. The Chicago Tribune was the representative journal there. The Chicago Republican, organized on an extensive scale with a large capital, was therefore started, but not by Mr. Dana. He was editor-in-chief at $7,000 a year, and one-fifth of the profits of the concern. It was not a first-class success, as Dana thought it should be. The result was the return of Dana to New York, which was the true field for him, after receiving $10,000 for surrendering his interest.

It was arranged that Dana should establish a new paper, to be called the Evening Telegraph. It was then ascertained that, owing to the opposition of two or three members of the Associated Press, the new paper could not have the telegraphic news of that institution, and without that news the contemplated paper could not succeed; indeed, it would be folly to bring out the first number.

The New York Sun, established in 1833, was a member in full and good standing in the association. One morning the opposition members of the Associated Press were informed that that concern had changed hands, and that the Sun of Moses S. Beach had set, and the Sun of Charles A. Dana had risen to "shine for all" who wished for and would pay two cents per ray for its genial and fructifying warmth. In this way the first penny paper of the country, after a prosperous existence of over thirty years with its democratic tendencies, became an independent organ of the Republican party in the metropolis, and a thorn in the side of the Tribune. In a short time the old establishment was removed to Tammany Hall, which Dana had purchased for $175,000, and where, with its new motto, "Excelsior," added to the old one, the Sun has continued to make its daily appearance.

Started on this platform, it began its new career on the 1st of January, 1868. One year after this event, its spirit showed itself in an advertisement of one of its cheap editions:

THE DOLLAR SUN.

Chas. A. Dana, Editor.

The cheapest, smartest, and best New York newspaper. Everybody likes it. Three editions: Daily, $6; semi-weekly, $2; and weekly, $1 a year. All the news at half price. Full reports of markets, agriculture, farmers' and fruitgrowers' clubs, and a complete story in every weekly and semi-weekly number. A present of valuable plants and vines to every subscriber; inducements to canvassers unsurpassed. $1,000 life insurances, grand pianos, mowing machines, parlor organs, sewing machines, etc., among the premiums. Specimens and lists free. Send a dollar and try it.

I. W. ENGLAND,
Publisher, Sun,
New York.

The Sun became sensational and personal, and increased in circulation. In this new position of Mr. Dana he did not forget his old confrere of the Tribune, and when the opportunity came, as it did in the Young *bouleversement*, he published a broadside of letters and comments under the head of "At Last—At Last."

Mr. Dana was born at Hinsdale, N. H., Aug. 8, 1819. After his high school education he spent two years at Harvard College. He died in New York Oct. 18, 1897, leaving behind him some very interesting works as a journalist. His three lectures, "The Modern American Newspaper," "Profession of Journalism" and "The Making of a Journalist" are very educating.

PRESS ASSOCIATIONS.

ORIGIN OF NEW YORK PRESS CLUB.

One Saturday evening in the month of November, in 1851, there was a gathering of journalists at the Astor House in New York in recognition of Kossuth, who was then visiting the United States. He had been an editor in Hungary, a lawyer, a politician, a patriot, a statesman. It was therefore considered to be the duty of the press to fête him as an editor.

The banquet took place at the Astor House on the 13th of December, 1851. William Cullen Bryant, of the Evening Post, presided. George Bancroft, the historian, made some remarks, concluding with the sentiment, "The American Press—it is responsible for the liberties of mankind."

Kossuth delivered a speech respecting the press, and its power and influence.

Among the speakers were Charles King, formerly of the New York American, and then of the Courier and Enquirer; Henry J. Raymond, of the Times; Parke Godwin, of the Evening Post; Charles A. Dana, then of the Tribune, and Freeman Hunt, of the Merchants' Magazine.

This editorial banquet originated the Press Club in New York. It dined every Saturday at the Astor House. Every distinguished stranger was invited to dine with the club. It has become an institution with a large portion of journalists. When Charles Dickens was invited to dine with the club in 1868 the occasion was made an exception to the general rule. This banquet took place on the 18th of April of that year at Delmonico's.

Out of this club, and in sympathy with the idea originating it, press associations have been formed in many States.

COMICS AND ILLUSTRATIONS.

One of the earliest writers in this special department of journalism was the original "Joe Strickland," whose productions were short and witty. They were written by George W. Arnold, who kept a lottery office in Broadway, New York, and graced the newspapers in 1826, '27 and '28. Seba Smith, of Portland, Me., who wrote the queer and quaint letters of Major Jack Downing, of Downingsville, had their sensation in their day. Andrew Jackson was in the height of his popularity at that time, and he was the subject of these epistles. Charles Augustus Davis, of New York, was Jack Downing the second. Then Judge Halliburton came out

BY means of intelligently directed industry, The Philadelphia Inquirer has risen from the status of a newspaper of no importance to the unquestioned leadership of Philadelphia journalism and to the front rank of the very few greatest in American journalism.

Service, influence and power in a newspaper correspond to character in the individual, but unlike the latter, the newspaper has at all times definite data by which its actual or relative position may be measured. The success, using the word in its broadest meaning, of a newspaper is gauged by its paid circulation and advertising patronage—not by either alone, but through a combination of both. A publication distributed gratis has no value. A newspaper without advertising is of little importance. A newspaper with small circulation and much advertising at small rates serves no important purpose. It is only when large paid circulation and large advertising patronage at normal rates are found together in a newspaper that it can be looked upon as influential and successful.

Judged by this standard, The Inquirer challenges comparison with any newspaper in the country.

Twenty-four years is a short time in history, but it has seen a complete revolution in the newspaper world. It has witnessed the growth in size of all newspapers and an equally important decline in price. It has witnessed radical changes in every mechanical department and it has seen the extraordinary development of advertising which has become one of the great factors in every business enterprise of the world to-day.

Inasmuch as circulation is the first consideration of every publication, attention is called to the fact that when in March, 1889, the Elverson management took over The Philadelphia Inquirer it had a circulation of 5,000 daily. It was an eight-page, six-column sheet printed directly from type. After some months of experimentation the unprecedented step was taken of increasing the size of the page and reducing the cost to the public from two cents to one cent per copy. That was considered fatal by many of the ablest publishers in the country who had nothing but good will for the management. Had such a step been taken a few years previously doubtless financial disaster would have followed. But Mr. James Elverson foresaw the revolution which was coming in journalism, and, in fact, did much to bring it about. Cheaper print paper, typesetting machines, improved printing and stereotyping machinery, better systems of circulation and a farsighted business policy which insisted on the best attainable results at any cost, were factors unceasingly employed to make The Inquirer's circulation increase with unprecedented rapidity. It required only six years to attain a daily circulation of 100,000, which was then considered phenomenal. It was achieved by giving the best newspaper attainable for the smallest coin and by making potential readers aware of the fact. No circulation increases of itself. It comes only from highly intelligent and unceasing effort until an assured position is attained. The Inquirer's circulation progress has been rapid, as the following table shows:

Year.	Daily Average.	Sunday Average.
1889	5,000	11,500
1890	47,401	32,229
1891	62,594	41,183
1892	78,845	60,644
1893	85,781	88,211
1894	90,945	91,209
1895	100,397	95,200
1896	121,051	144,314
1897	129,279	148,324
1898	175,237	152,534
1899	165,984	163,063
1900	170,855	168,377
1901	173,020	163,429
1902	177,316	157,151
1903	161,686	141,125
1904	166,897	143,303
1905	155,454	153,978
1906	161,898	179,221
1907	161,745	193,499
1908	165,586	198,452
1909	166,198	206,979
1910	171,781	224,907
1911	174,833	239,964
1912	176,725	249,772

The Inquirer's advertising patronage has gone hand in hand with its circulation. Nevertheless, every publisher understands that it is a difficult task to make the income from advertising bear a proper ratio to the amount of publicity given. It is not only columns which count, but the price received for each column that is important. In the long struggle for prestige, The Philadelphia Inquirer stuck firmly to its principles. It was one of the first newspapers to give entire publicity to its books. It never asked for patronage on any false basis. It never lowered the standard of its ethics in business or editorial policies. It made merit its sole claim to patronage. It never took a dollar under false pretenses, nor wasted a penny of its advertiser's money. It has ever claimed to give more than a dollar for every one hundred cents received. The results of that policy are shown in the following figures, which speak for themselves:

Year.	Total Paid Advertising.
1889	4,211 Cols. or 1,263,300 Lines
1890	6,045 Cols. or 1,813,500 Lines
1891	7,279 Cols. or 2,183,700 Lines
1892	9,014 Cols. or 2,704,200 Lines
1893	11,128 Cols. or 3,338,400 Lines
1894	12,639 Cols. or 3,791,700 Lines
1895	14,032 Cols. or 4,209,600 Lines
1896	15,075 Cols. or 4,522,500 Lines
1897	16,192 Cols. or 4,857,600 Lines
1898	17,141 Cols. or 5,142,300 Lines
1899	21,411 Cols. or 6,323,300 Lines
1900	21,028 Cols. or 6,308,400 Lines
1901	24,413 Cols. or 7,323,900 Lines
1902	24,874 Cols. or 7,462,200 Lines
1903	26,491 Cols. or 7,947,300 Lines
1904	26,547 Cols. or 7,964,100 Lines
1905	28,147 Cols. or 8,444,100 Lines
1906	29,363 Cols. or 8,808,900 Lines
1907	29,513 Cols. or 8,853,900 Lines
1908	23,457 Cols. or 7,037,100 Lines
1909	27,762 Cols. or 8,328,600 Lines
1910	28,792 Cols. or 8,637,600 Lines
1911	30,063 Cols. or 9,018,900 Lines
1912	31,798 Cols. of 9,539,400 Lines

Based on the most conservative estimates The Inquirer appeals daily to a constituency of readers approaching a million and on Sundays to a far larger number. Last year it presented to each reader 31,798 columns of advertising matter, or four thousand pages, or about 32,000 pages the size of an ordinary book, enough to fill about the whole of the latest edition of the Encyclopedia Britannica—and this of advertising matter alone.

This is success. It is proved by every possible test which can be applied. It is also an increasing success, as the figures given conclusively demonstrate. The Philadelphia Inquirer's attitude toward the reading public and the advertising public is the explanation of its success. It speaks for itself in a case where no subterfuge or misstatement is possible and where none ever has been attempted in the slightest degree.

with "Sam Slick of Slickville." Then Joseph C. Neale, an editor in Philadelphia, appeared with his curious "Charcoal Sketches," and created some pleasure and merriment. Then such wits as Prentice, Greene, Bennett, Lewis Gaylord Clarke, John Waters, Kendall, Felix Merry, Henry J. Finn, Oliver Wendell Holmes, Lumsden, Cornelius Matthews and Briggs came before the footlights of our continental theater.

Since that period a number of humorists and wits of purely native growth became well known throughout the land. Artemus Ward, Mark Twain, John Phoenix, Doesticks, Josh Billings, Bret Harte, Petroleum V. Nasby (who seems to be a descendant of Jack Downing), Leland, Wilkins, Congdon and Mrs. Partington, in their real names and in *noms de plume*, introduced a new order of comic literature, which, for quaintness, and richness, and freshness, was a feature of the times. Still later, Orpheus C. Kerr, Captain Watt a Lyre, Yuba Dam, Eli Perkins, Oofty Goofty, Will M. Carleton, M. T. Jugg and Si Slokum have turned up in the fertile soil of the East and West.

It is said that the original comic paper was the Merrie Mercurie, which was printed in London in 1700. The Scourge, not a very funny name, was published in England in 1811. Punch, the real Comus of England, made its bow on the 17th of July, 1841, and has lived, and laughed, and become rotund on wit and wisdom ever since. It is now a universally recognized character. It has developed more wit with pen and pencil, and has accomplished more good, socially and politically, in England than any politician or statesman is willing to accord to its influence.

THE ILLUSTRATED PAPERS.

Illustrated papers have become a feature. Every newspaper stand is covered with them. Every railroad train is filled with them. They are "object-teaching" to the multitude. They make the battlefields, the coronations, the corruptions of politicians, the balls, the race course, the yacht race, the military and naval heroes. They are, in brief, the art gallery of the world. Single admission, ten cents, "Hudson."

When Avery, and Reid, and Horton, and Baker, and one or two others engraved for the New York Herald, the art, for newspaper use and illustration, was but little known in the United States.

In 1861-'5, during the Rebellion, Waters made half-page maps in one day. Such a piece of work, indeed, to illustrate a brilliant victory, was accomplished on one occasion in one night. News of the battle came at tea time; the map appeared in the next morning's Herald. But the block was in twenty pieces, and twenty engravers worked on it at the same time.

There was an excellent engraver in New York about seventy-seven years ago, named Adams. It appears that he read the Bible. In going over the pages of that great book some of the wonderful events there narrated suggested to him the idea of sketching them on wood. He did so, and cut them himself during his leisure hours. The work was an agreeable one, and he continued it until he had accumulated a large number of beautiful illustrations of the Holy Scriptures. It had occurred to him during this work that the Bible, fully illustrated, would be a popular publication. Applying to the Harpers, he found they would be delighted to undertake such a work. The interview between the artist and the publishers resulted in "Harper's Illustrated Family Bible," so well known about sixty years ago.

Our illustrated newspapers now live on half-tones. The two first important ones were Harper's and Frank Leslie's. Before either of these appeared, the Messrs. Beach, of the New York Sun, and Barnum, of the Museum, each contributed $20,000 for the establishment of an illustrated weekly in New York City, and Gleason and Ballou, of Boston, had made the attempt to introduce London publications in America. Ascertaining that Barnum intended to issue an illustrated paper, Leslie started for Iranistan and arrived there on Thanksgiving Day, in 1852, just before dinner. Frank Leslie became the managing foreman of the Illustrated News of New York and made his debut in the metropolis. This paper appeared on the 1st of January, 1853, and its circulation soon ran up to 70,000 copies. It lived one year.

After the suspension of this publication, or rather, after it passed over to Gleason, Frank Leslie issued one which is now favorably known as Frank Leslie's Illustrated Weekly.

HORACE GREELEY AND WHITELAW REID.

The first number of Harper's Weekly, a Journal of Civilization, was issued on the 3d of January, 1857. Before the expiration of the first year the events of the day began to be pictorially recorded in its pages, and Harpers Weekly had become an illustrated newspaper. Its first editor was Theodore Sedgwick. On Sedgwick's retirement from the editorial chair in 1858, he was succeeded by John Bonner, an experienced and accomplished journalist, who conducted the Weekly for several years with ability and tact. Bonner was followed, in 1864, by Henry M. Alden, the present editor of Harper's Magazine. S. S. Conant was then editor for several years.

It is hardly necessary to mention the name of the present editor of Harper's Weekly, for his name has been mentioned and printed millions of times through the pages of nearly every newspaper and magazine in the country—so many times that everybody knows Col. George Harvey.

FIRST DAILY IN ENGLISH.

FEMALE JOURNALIST ISSUED LONDON COURANT IN 1702.

The first daily newspaper printed in the English language was published by a woman. Elizabeth Mallet began the publication of the Daily Courant in London in March, 1702.

Mrs. Sarah Josepha Hale was probably the first to establish a magazine in this country wholly devoted to the tastes and interests of women. It was not a newspaper in any sense. It was a magazine. As Mrs. Hale was the first of female periodical writers, it is fair to begin with her enterprise. In 1827, in connection with a Boston publisher, she established the Ladies' Magazine in that city. It was afterwards united with Godey's Lady's Book, of Philadelphia, of which Mrs. Hale became the editor. The publication of the Ladies' Magazine led to others, such as the Ladies' Companion, issued in New York by W. W. Snowden; Graham's Magazine, in Philadelphia, by C. R. Graham; the Artist, Peterson's Magazine, the Gem, the Passion Flower, by the accomplished daughters of Captain Samuel G. Reid, and numerous others. These were illustrated with steel and colored engravings and fashion plates, some of which were very creditably executed. This art, indeed, received its first important impulse in America from these publications.

The Lowell Offering, originating with the factory girls of Lowell, in 1840, was another development of female writers in the United States in periodical literature. It was filled with the productions of factory girls or "female operatives" exclusively. Madame Demorest's Magazine, on the plan of le Mode, le Follett and the Bazar, was established some time about 1850 in New York.

Mrs. M. Elizabeth Green managed the Quincy (Mass.) Patriot after the death of her husband. Miss Piney W. Forsythe succeeded her father as proprietor and editor of the Liberty (Miss.) Advocate, in 1868.

Another paper was issued in New York in 1869 by the female bankers and brokers of Broad street. It was called Woodhull & Claflin's Weekly. It was a sixteen-page paper, and dealt in finance and fashion, stock-jobbing and strong-minded women, sporting and sorosis, politics and president-making, supporting a woman even for the executive mansion. This periodical was edited by Victoria C. Woodhull and Tennie C. Claflin. "Upward and Onward" was the motto of these editors of crinoline.

EARLY NEW ORLEANS PAPERS.

New Orleans has always been quite a news center. Commerce of the Mississipi Valley to the extent of millions made that city its main port of entry. In past years most of the news from Mexico came through that port. It has ever been a converging southern center of commerce, news, fashion, sport and politics.

The first paper published in that section appeared in 1803, and was called the Moniteur, when the great Southwest belonged to France. It was printed by Fontaine. The first paper issued there after the purchase of the territory of Napoleon was the Louisiana Courier, in 1806. French was the language spoken there at that early period.

The New Orleans Bee, established in 1826, was printed in both languages till 1872. One-half of the sheet bore the title as above, in English; the other half was printed under the head L'Abeille de la Nourvelle Orleans. It was later printed exclusively in the French language.

The Picayune, printed entirely in English, has long been a representative paper in the Crescent City. It was originally a cheap, independent paper there, like the Penny Press at the North, and began a new era in journalism in the South. It sold for a picayune a copy. Hence its name.

The Picayune first appeared on the 25th of January, 1837. Colonel A. M. Holbrook took charge of the establishment in June, 1839.

The Picayune has had a great many contributers. Among others, and in addition to Kendall, its first editor, there were Colonel S. F. Wilson, previously of the True Delta of that city and of the Mobile Register; Mathew C. Field, brother of J. M. Field, of the St. Louis Reveille, and Judge Alexander C. Bullitt, who was once connected with the New Orleans Bee and afterwards with the Washington Republic.

Kendall gave great character to the Picayune with his accounts of the Santa Fe expedition and during the Mexican War. He took the field with our troops, and his letters descriptive of the battles in that republic were among the first of the kind in this country.

The great military reputation which Jefferson Davis and Braxton Bragg enjoyed with the people came from the war correspondents of the Picayune.

Kendall purchased an extensive plantation in Texas and became a landed proprietor on a princely scale—a farmer, a planter, a cattle fancier, a stock raiser. There he passed the later years of his life.

Several excellent newspapers have been published in Mobile. This city did not afford a very liberal support to many papers, but three or four daily newspapers have been published there at the same time. The first paper appeared shortly after the evacuation of the place by the Spaniards, about 1814. We are ignorant of its name. There

THE EDITOR AND PUBLISHER

AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS

Entered as second class mail matter in the New York Post Office

By THE EDITOR AND PUBLISHER CO., 13 to 21 Park Row, New York City. Telephone, 7446 Cortland. Issued every Saturday. Subscription, $2.00 per year; Canadian, $2.50; Foreign, $3.00.

THE JOURNALIST, Established 1884. THE EDITOR AND PUBLISHER, 1901. JAMES WRIGHT BROWN, Publisher. FRANK LEROY BLANCHARD, Editor. GEORGE P. LEFFLER, Business Manager.

CHICAGO OFFICE: 110 S. Dearborn St., GEO. B. HISCHE, Mgr.

ADVERTISING RATES: Display, 15 cents per agate line. 25 per cent. discount on yearly contracts. Classified, 1 cent per word.

THE EDITOR AND PUBLISHER can be found on sale each week at the following newsstands:

World Building, Tribune Building, Astor House, Park Row Building, 140 Nassau street, Manning's, opposite the World Building; 33 Park Row (in front of Dobeln Café); Times Building, Forty-second street and Broadway; Brentano's Book Store, 26th street and Fifth avenue, and Mack's, opposite Macy's, on 34th street.

New York, Saturday, April 26, 1913

IN CONVENTION ASSEMBLED.

After all it is not the price of white paper and tariff considerations that occupy pre-eminently the mind of the publisher when he makes his annual pilgrimage to New York City to attend the meetings of the American Newspaper Publishers' Association and the Associated Press. No such sordid matters bother his mind, though for a time he and his aids are obliged to give them attention.

Association is the great objective. To be sure, one delights to listen to talks on efficiency, now the keynote of every address; ill-advised but well-meaning persons may even go as far as to broach things more sordid, but on the whole the event exists for the purpose of meeting "Comrades-in-Arms." With many a reminiscent smile the yesterday is gone over and the complete relaxation of forgetting oneself, and all the little worries of business, is enjoyed to the full. For once the watchers of the human flux join a little procession of their own and revel in the experience.

To meet men is the daily lot—the very breath of life—of most publishers and editors. But the men met lack that something which makes newspaper men different from all others, which compels many to stick to "the game" even when it does not seem worth while, and which makes a success of life when material sacrifices become the rule of the day—the only gratification of a lifetime. To forego, therefore, the atmosphere created by a community of interest and ideal is something which the members of the two organizations would be loath to do.

Though in many quarters different views are held, have always been held for that matter, it is highly unfair to look upon the owners and directors of the large dailies as men bent upon minding nobody's business but their own—caring for none but themselves. On the whole, the press and its makers are better to-day than they ever have been. If no better motive would be found for their willingness to put the shoulder to the wheel of human advance, then enlightened self-interest at least would cause them to remain in the van of progress. In our day the newspaper that fails to do its duty by the public is a short-lived failure. Though the clamoring of the radicals be ignored, the demand of the public must be heeded, and as the mouthpiece of all, the newspaper hears this first.

Between public and press a peculiar relation has always existed. Just as law is merely the codification of public morality already felt and applied, so the newspaper focuses social conditions and betterment. The pen is only mightier than the sword when it is able to interpret the will of the aggregate; whenever this has not been the case the unsheathed sword has written bloody history.

Such meetings are good things. Whatever benefits the publisher must benefit the public. Exchange of views broadens and the little important lessons which are hard to notice in some editorial chairs are more easily learned when men of the same station in life are the mentors. Thus the annual hegira to the metropolis of the United States becomes one of the important, if not the most important public events of the country.

AMERICAN JOURNALISM.

In Europe the pampheteer had been busy for many a century and had wrought changes advantageous to society. Every political and intellectual betterment in the old world had been preceded by what was then considered a veritable flood of literary arguments pro and con the statu quo. The intellectual renaissance on the continent and the British islands could not have been accomplished in so short a time and with such splendid results had there been no pens that could aptly express the sentiment of the multitude, define the advantages to be derived from a new tendency and point out the pitfalls of the radicalism with which social evolution has in all ages been afflicted. True, here and there writers carried their bents to extremes, but in the end the restraining influence of the printed word—of cold type—prevented excesses. Carried away by the haranguing demagogue mobs have been guilty of the worst outrages; the argument of the printed page has led to consideration of the subject in less impassioned environments. The atrocities of the French revolution could not mar the history of its achievements; had the sans coulottes taken their advice from more than one newspaper there would have been in France real liberty of the press.

It was the Stamp Act that broke the camel's back in the case of the American colonies. Inroads upon the right of freemen had been endured by the colonists for many years, but when the Stamp Act proposed to wipe out the few publications in America, the death knell of colonial exploitation was sounded. Already many newspapers were in existence. Most of them had made their appearance as organs with a strictly local field. Favors bestowed by the Government made a general support of them impossible. But the Stamp Act changed all this. Heretofore the public had looked upon newspapers very much as one would upon a scandalmonger. Public questions had been discussed with the bias of those who supported publications for purposes of gain, and as a result of this, thinking men preferred to give the press a wide berth. But sumptuary legislation opened another vista. Of a sudden the colonists realized that the press was a good instrument which, attempting to make itself really useful, encountered the mailed hand of those who had decided that it should not do so. Thus, hostile interference gave to the press of this country high character.

It has always been dangerous to make martyrs of advocates The men behind the Stamp Act could not understand this, and when the lesson went home, the few newspapers of the colonies had the hearty support of the general public. Then, as now, it was but necessary for an editor to get a term in jail to make his paper popular, and, as will be shown in another part, in the end the Government completely lost a fight conducted on this plan. Jefferson's speech before the Virginia House of Burgesses would have had less weight, if any at all, had not its publication by an outraged press, secured the approval of the public.

The struggle of the early editors have been described elsewhere and no reiteration is necessary. From the little acorns they planted mighty oaks have already sprung. The little sheets of the colonial period had reached generous proportions when they sadly announced that the great Washington had been laid to rest. By that time men had already learned how to use type to advantage, and a newspaper style of English was rapidly evolving. Editors no longer set their own type, and the old lever press had made room for an apparatus able to turn out comparatively large editions.

In at least one essential, the greatest of all, does the press of the United States differ from that of any other country. The press of Great Britain tacitly admits that there are lords and servants; that of France does not hesitate to grant the presumptions of a politically extinct privileged class; the newspapers of Germany deal with castes and social distinctions based on merit and attainment, and similar views are supported elsewhere.

The press of the United States alone knows no classes and treats all men as equals in the body politic and before the law. In all history there is no parallel to this. It is not a question of giving the individual his due as this is established for his class, but preserving for him the rights he should enjoy with every other member of the social aggregate.

THE PULITZER NEWSPAPER APPRAISAL.

The appraisal of the Pulitzer newspapers is a matter of deep concern to all the newspaper publishers of the country, because upon it depends the settlement of a number of important questions affecting the worth of newspaper properties. Two of these involve the value of the Associated Press franchises held by the World and the St. Louis Post Dispatch, belonging to the Pulitzer estate, and the good will of both properties.

At recent conferences among owners and publishers of leading papers and magazines this subject has been debated seriously, and deep interest is being shown as to the testimony which has been given by newspaper men, who, rumor says, have been testifying for the State. Several newspaper publishers have said recently, that, although they have been requested by Mr. Stout, the attorney for the State in the Pulitzer appraisal, to appear as experts and testify as to the value of the World and the St. Louis Post-Dispatch, they had refused to do so, as they regarded such an appearance as a decidedly unfriendly act toward one of their colleagues.

Judging by the names of those, who, it is rumored, have already appeared at the hearing, the newspaper world will have interesting reading when their testimony is made public, for the subjects what is goodwill, and what is its value in any newspaper, have been topics for heated debates ever since newspaper properties have been the subject of valuation.

As the transfer tax is imposed upon the transfers to each beneficiary under the present law, and not upon the transfer as a whole as under the former law, discussion is going on as to whether or not a testator by any provision in his will, which he may lawfully make or impose, but which may depreciate the value of the individual transfers, has the right to decrease the value of the individual transfers, and indirectly, that of the whole transfer

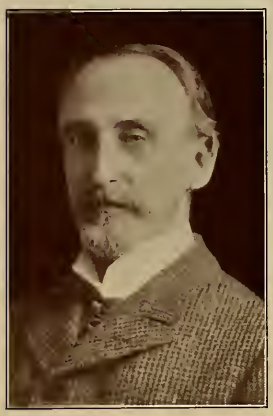
Under the former law, where the transfer as a whole was the basis of the tax, such question would not have been so difficult of solution, but where the tax is imposed upon each individual transfer, a more serious question is presented as to how the State may impose a tax upon the value actually left, but which reaches the individual transferees with diminished values.

In this latter case, the individual transferee cannot be said to have depreciated the value of his interest: whereas, in actual operation, the full taxable value may not be reached. Were there any way for the State to reach all other values which may not pass to the individual, this question would not be raised, but with the present transfer tax law a curious situation is presented.

was a paper called the Gazette issued in that city in July, 1817.

The Register is now the oldest paper. It was established in December, 1821. There were two old class papers published there then, the Register, Democratic, by Sanford & Wilson, and the Advertiser, Whig, by C. C. Langdon, once Mayor of the city.

The Advertiser, mentioned above, was established in 1833. It issued, in



THE LATE PAGE M. BAKER,
Of the New Orleans Times-Democrat.

November, 1852, an afternoon edition, called the Evening News. Another paper, named the Tribune, was founded in 1842, and still another, a State Rights organ, with the title of Mercury flying at its head, was established on the 12th of August, 1857. There was a penny paper, the Transcript, published for a time.

NEW ORLEANS TIMES-DEMOCRAT

The Times made its appearance September 20, 1863. The new paper, issued by Thomas P. May & Co., was authorized to publish all official reports, and was thus able to give a great deal of news. In 1865 it passed into the hands of W. H. C. King.

It was one of the first papers in the country to issue a Sunday literary section or supplement—an idea since generally adopted, and naturally carried beyond what the Times did in 1865, although for that period it was a literary wonder. For seven years, from 1865 to 1872, the Times maintained its position as a leading paper of New Orleans and the South, both as to its name and its literary articles. It fell in 1872, in the fight it made for the popular cause against the carpet baggers. In consequence of its bitter denunciation of the famous midnight order of Judge Durell, of the United States District Court, an order which overturned the government elected by the people, the Times was seized by order of court and sold. It passed into other hands, but never recovered its circulation, prestige or reputation, and remained stationary until, in 1881, it was sold and consolidated with the Democrat.

The Democrat was founded in 1875 by a number of leading Democrats for a political pose, and Robert Tyler, son of ex-President Tyler, was chosen as editor. Originally a morning paper, it became an evening one in May, 1876, and went back to a morning edition in January, 1877. It passed into the hands of Major E. A. Burke, April 27, 1879, and was consolidated with the Times, now the Times-Democrat.

Page M. Baker succeeded to the management of the paper in 1889, and carried the previous development to its highest point of success.

Erwin Russell, Bessie Bisland, Orth Stein, Jeanette Duncan, Willis Abbott, Henry Guy Carlton and a number of other literary luminaries won their first fame in the columns of the Times-Democrat.

In 1882 it gave relief to the sufferers from the great overflow of that year, and undertook the gigantic task of bringing about the rebuilding of the destroyed levees. The Times-Democrat took the matter in hand and, by its personal effort and solicitations, succeeded in raising the money for the reconstruction of the Bonnet Carre levee, the first to be rebuilt.

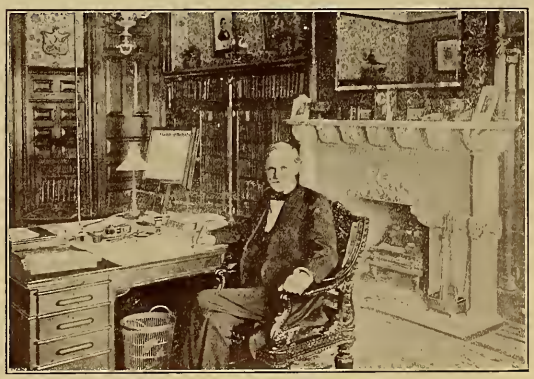
Beginning in 1882, it had provided boats to relieve and rescue the sufferers from the great overflow of that year, raising the $15,000 needed. In the great drought in north Louisiana, where so many persons were threatened with starvation, it raised in money and provisions $40,000, and thus saved hundreds of lives. When the Wesson tornado swept through Southern Mississippi, killing and wounding hundreds and causing thousands of dollars of damage, the Times-Democrat sent a train with physicians, medicines and supplies aboard it.

It publishes carefully collected crop news, and its cotton reports and its cotton articles are recognized throughout the world as authorities on the subject.

THE TELEGRAPHIC ERA.

VARIOUS MODES OF TRANSMITTING INTELLIGENCE FOR NEWSPAPERS — CARRIER PIGEONS AND BALLOONS—INTRODUCTION OF THE TELEGRAPH.

When the News-Letter was the only paper printed in America, it had but three hundred weekly circulation. When the Gazette and Mercury in Boston, the



THE LATE JOSEPH MEDILL,
Founder of the Chicago Tribune.

Mercury in Philadelphia and the Gazette in New York were added to the number, all within the period of twenty years of the first issue of the News-Letter, and with only a small increase in population the weekly circulation of these five papers reached an aggregate of two or three thousand copies.

Fast horses in the time of Reeside, the great mail contractor in the days of mail coaches; carrier pigeons, with their tissue-paper dispatches prepared in cipher, locomotives, steamboats and telegraphic lines have been the progressive steps in developing the physical forces of the world. While canals, railroads, steamships, telegraphs have occupied the minds of active and acquisitive business men, these same enterprises have entered extensively into the dreams and calculations of journalists, as necessary parts of the machinery of well-organized newspaper establishments. Means of swift communication have always been a study in the offices of leading journals.

Of all these means of communication between distant points anterior to the magnetic telegraph, previous to 1844, none surpassed the carrier pigeon for speed. Next to light and electricity, these beautiful birds are the most rapid in their flights. They were used in 1249 in the crusade of Louis IX. In the midst of the battle of Mansourah, a pigeon was dispatched by the Saracens, in great alarm, to Cairo. This pigeon carried this message under its wing:

"At the moment of starting this bird the enemy attacked Mansourah; a terrible battle is being fought between the Christians and Mussulmans."

This threw that city into a state of great commotion. Another pigeon was sent off late in the afternoon announcing the total defeat of the French. Since then carrier pigeons have been more or less used by journalists, speculators and governments. They are swift flyers and can go long distances without intermission. Their speed ranges from forty to seventy-five miles an hour. They have been known to fly, in a few instances, at the rate of one hundred miles an hour.

On one occasion, during the siege of the French capital in 1870, a carrier pigeon carried into that city a newspaper 4¾ inches square, with 226 dispatches microscopically photographed upon it, embracing the news of the day from all parts of the world. This paper had to be read by the aid of a powerful microscope and the steropticon.

Something else was needed to satisfy the craving, grasping mind of a modern journalist. The great desideratum, in the form of the magnetic telegraph, was discovered and put into practical operation by Morse. It is of no consequence to us when electricity was first known as an agent of communication if it could not be brought into practical use. The point was the power to transmit a message instantaneously from one city to another. News of a disastrous event happening in Chicago at midnight and published in New York and London the next morning to arouse the sympathy and sublime generosity of the people was the fact to be accomplished. Morse did this in 1844 by establishing a telegraph line between Washington and Baltimore through the help of the government, and thus he became a benefactor, not to the press alone, but to the human race.

Except with the two or three telegraph operators, and the two or three owners of the patent right, there was no interest or excitement about the marvelous instrument.

It was not till the nomination of Silas Wright for the Vice-Presidency by the National Democratic convention at Baltimore in May of that year that the value of this new and wonderful means of communication was made manifest to the world.

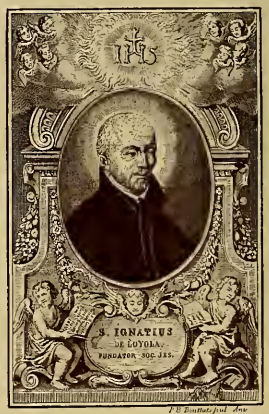
When the war with Mexico opened in May, 1846, with the dashing battles of Palo Alto and Resaca de la Palma, the tidings of these engagements were telegraphed from Washington, and were the first to electrify the people of the United States. With these brilliant conflicts on the Rio Grande the telegraphic era of the press really began.

Eighty-two years ago Morse, coming from Europe, first conceived the idea of the telegraph. More than half of the business of the world is now transacted through its agency, and most of the news of the universe is transmitted over its wires, saying nothing of wireless communications.

The first thirty-six miles of wire were put up in the United States in 1844. In the year 1913 we find that the American Telephone and Telegraph Co. and subsidiaries have in the United States over 12,000,000 miles of telegraph wires, over which 24,000,000 messages and conversations were transmitted during 1912. There are over 28,000,000 miles of telephone wire in the world, connecting with nearly 13,000,000 different stations. There were 362,000,000 telegraphic messages transmitted in countries outside of the United States during 1912, not counting in those of the submarine cables. There are 407 different submarine cable lines in the world, stretching over a distance of 226,000 nautical miles. It is over these wires and cables our newspapers gather most of the news.

But wireless communication beats all other electrical inventions and comes nearer being transmission of thought from one mind to another than any method the world has ever known. Can we not prophesy a little and say that it is a forerunner of some still greater invention that will be invented enabling man to communicate direct with his Creator, whose throne is yet beyond the confines of our strongest and most piercing power of imagination? Since the human mind is nearest in intelligence to the Creator of the whole Universe, let us console ourselves with the hope that such a prophecy will some day come true.

With these electrical connections with the rest of the world, we are dependent on our daily telegraphic dispatches.



It would be a *dies non* if there was a suspension of news between the rising and setting of the sun. All business would stop in the absence of the regular cable and telegrams.

The daily press, yes, the hourly press, is the great megaphone through which we hear the heart beats of people living in all foreign lands—it's the spectacle through which we see the follies of the human race every morning and evening.

The NEW YORK WORLD.

A Talk to Advertisers

The Proof of the Puddin' is in the Eatin'.''

The Railroad that is most heavily patronized must run through a Good Country

The Business House that sells the greatest volume of Goods year after year must be a good House and handle good Goods.

The Newspaper that grows in Circulation and grows in Advertising, despite already possessing colossal totals, is as the Sturdy Oak or the House that was not built upon the Sand and withstood the storming of the Elements.

The New York World (all editions) sold over a Quarter of a Billion papers last year—263,860,950, to be exact. This represented a healthy growth on all editions. Nearly Nineteen Million lines of advertising were printed—18,774,393, again to be exact. This is the greatest volume of advertising ever printed in one year in a Newspaper property.

* * * * * * * *

So much advertising is placed Somewhere because Someone needs Something to help out Somehow. What a refreshing change when an advertisement is placed in a medium like The World that offers the inducement of Circulation and economically places before the Million the Advertiser's announcement.

* * * * * * * *

Any General Advertiser expending money in the Eastern field who has any doubt on the score of the Advertising Value of the New York World owes it to its Business to investigate at once—The World will help him.

The Advertising Columns of The New York World are as a Show Window on a Main Street, in Daily View of Over a Million Pair of Eyes.

A Story of The Associated Press

By MELVILLE E. STONE

The story of the Associated Press is essentially the development of news-gathering, and dates back to 1848, the year in which the first organization known by that name came into existence. The invention of the Morse telegraph, and the demonstration of its value, in 1848, made this important phase of American journalism possible. The first president of the Associated Press was Gerard Hallock, and its first manager, Dr. Alex. Jones. The membership was limited to six or seven New York daily papers and the organization existed solely for the purpose of supplying these with news of a routine character, though very shortly afterwards a number of out-of-town papers were given the right to use the report. At that time, however, the service furnished was not based on an exchange of news, the papers in the interior being merely supplied with the matter originating in and about New York City

In those early days the field of the Associated Press was limited. Telegraph lines as yet were few in number and limited in efficiency, and no less a person than Dr. Jones, in 1852, declared as absurd the contention that ultimately a submarine cable would bring the news from Europe. Moreover, men had not been trained to do the work done by the organization to-day. Naturally, this resulted in a service to which modern editors would give very little attention. Domestic news was often days old when it reached the telegraph, and the news from Europe and the rest of the world had to be brought to the United States by the clipper ships of that period, which, though fleet, could not hope to bring what is considered "live" news to-day.

However, editors were keen upon scoops even in those days, and many an effort was made to demonstrate the laggardness of competitors. One of the most interesting of these is that of D. H. Craig then fighting the Associated Press, who secured one of the earliest scoops in the history of modern journalism by having homing pigeons carry a dispatch from the Maine coast to New York City much to the discomfiture of his rivals. Recognizing the value of such enterprise Mr. Craig was elected general manager by the Associated Press. Hr. Hallock retired in 1861, and Mr. Craig was succeeded in 1866 by James W. Simonton, David M. Stone being then president.

It must be stated here that at this time the field of the organization was rather limited. The service consisted entirely of routine news very similar to that given to-day by the city news bureaus. The report was made up of shipping market and sporting items, and considerable attention was paid to the transactions of Congress, but the general news of the day, now forming the major part of the Associated Press report, received little attention.

The trans-atlantic cable enabled the Associated Press, in 1862, to form an alliance with the Reuter News Agency of Europe. The organization, however, was still owned by seven New York papers and gathered only such news as these wanted, leaving the field open to competition between even these. The inland papers did not find this arrangement satisfactory. The report was merely sold to them and consequently they had no say whatever in the management of the organization. In the end this led to friction and finally the creation of the Western Association. It was realized ultimately that the Western publishers had a just grievance and two of them, Richard Smith, of Cincinnati, and W. H. Haldeman, of Louisville, were placed on the executive committee of the Associated Press, joining Whitelaw Reid and James Gordon Bennet, who, together with Chas. A. Dana, chairman, formed the Eastern contingent. The agreement then made was in force for ten years.

Wm. Henry Smith, appointed general manager by the new organization, made a successful attempt to extend the scope of the service. Telegraph wires were leased and operated by the organization, and many improvements generally were made. The employes of the association were more familiar with the technical side of telegraphy than with the intricacies of a good news report. Mr. Smith did everything possible to overcome this, but the resulting service could not be compared with the report furnished by the Associated Press to-day.

Rival organizations of the Associated Press came into existence about this time because membership was more exclusive than it is to-day, and the demands of the readers had become very insistent. With the Western Union Telegraph Co. the Associated Press had a contract which made it impossible for competing news agencies or news associations to become very efficient. But the coming of other telegraph companies changed this. Promoted largely by the Boston Daily Globe and the Chicago Daily Herald, the United Press made its appearance, and allying itself with the Central News Agency of London, became quite a factor in the transmission of news to and in the United States. In 1892 a compromise between the Associated Press and the United Press was effected. But the Western Associated Press refused to sanction the agreement which had been entered into by the New York Associated Press, and for some time continued business independently. It was at this time that I was elected general manager of the Western Association.

MELVILLE E. STONE.

My first effort in office was directed towards extending the Associated Press connections abroad. With this in view an agreemeent was reached with the Reuter agency and this, no doubt, proved very disastrous to the United Press. It was then realized that the Western Association would gain much by securing a base in New York City, and in co-operation with Victor F. Lawson, of the Chicago Daily News, I was able to induce Horace White, of the New York Evening Post; Joseph Pulitzer, of the World, and John Cockerill, of the Commercial Advertiser, to join the organization I represented. Very shortly after this the Staats Zeitung, Morning Advertiser and the Brooklyn Eagle also joined the Western Association, and at a meeting held at Chicago the Associated Press was reorganized as a national institution.

In time Philadelphia papers, New England papers and most of the New York dailies abandoned the United Press and joined the Associated Press But the revenues of the organization did no longer meet the needs of the service. Deficits were frequent occurrences, and, to meet them, and extend the work of the association, the members subscribed a large guarantee fund. The wisdom of this step was demonstrated immediately, and on April 8, 1897, Mr. Dana, of the New York Sun, made a voluntary bankruptcy assignment in behalf of the United Press. On the same date between 200 and 300 members of the United Press were admitted to membership in the Associated Press.

A small number of papers for one reason or another were either unwilling or unable to join the Associated Press, and this led, and is leading to-day, to the formation of news bureaus more or less efficient but hardly ever of a national scope.

In 1899 the Associated Press had some difficulty with one of its Chicago members, litigation ensued and the Supreme Court of Illinois finally rendered a decision adverse to the organization. It became necessary to organize a new Associated Press, and on May 22, 1900, this new organization was incorporated under the laws of the State of New York.

The Associated Press to-day covers a wider field than any other similar institution of its character. Its dispatches appear in daily publications having an aggregate issue of nearly twenty million copies, and the field covered includes not only the United States and its dependencies but all of Central America and the islands of the Caribbean Sea. In addition, the organization maintains in many of the capitals of Europe accredited correspondents, and its representatives may be found in the big cities and principal ports of the civilized world.

An exchange of news is also carried on with the principal foreign news agencies and associations, such as the Reuter agency, the Wolf service, the Havas bureau, the Stefani agency, the Fabri agency of Madrid, the Norsky agency of Christiania, the Swiss agency of Bern, the Svensky agency of Stockholm, the Correspondence Bureau of Vienna, the Commercial agency of St. Petersburg and the Agence Balcanique of Sofia.

The operation of the Associated Press, while a familiar subject with many, is of enough interest to be referred to here. Each of the 860 papers forming the membership of the association exchanges its news with all other member publications by giving access to its reports to the representatives of the Associated Press. To make this possible a representative of the local office visits the various newspaper offices, where he scrutinizes the local news. In addition the Associated Press offices in all the larger cities get the local city news reports. Acquainted in this manner with what is going on, the office sends out its own reporter in cases where doing so seems necessary. The story in all cases is put on the leased wires without delay and reaches hundreds of telegraph editors throughout the country within a few minutes. Associated Press offices are open twenty-four hours of the day.

For administrative purposes the country is divided into four divisions, each of these in charge of a superintendent acting under the direction of the general manager. No less than 40,000 miles of telegraph wire are leased by the organization and its expenditure reaches nearly $9,000 a day throughout the year, an outlay which becomes much greater in emergencies such as war and disasters. All wires of the association are operated by its own employes. Trunk lines stretch from Halifax by way of Boston, New York, Philadelphia, Baltimore, Cleveland, Pittsburgh, Chicago, St. Louis, Detroit, Denver Kansas City, Salt Lake City, to Seattle, San Diego and San Francisco. Other main wires extend from New York through Albany, Syracuse and Rochester to Buffalo, and from Chicago, Indianapolis, Cincinnati, Louisville, Nashville, Atlanta, New Orleans, Memphis, San Antonio and the City of Mexico. St. Paul, Duluth and other points in the North and Northwest are reached from Chicago by way of Milwaukee. Publications in Pennsylvania are served from Philadelphia, while interior cities of Nebraska and Iowa, Kansas and Oklahoma are reached by extensions from Kansas City. Other wires radiate from smaller centers, and in this manner the entire American news field is covered. The

(Continued on page 58.)

The Newspaper Map in Boston Has Changed

The Herald and Traveler

now offer advertisers a circulation of 200,000 daily. The Sunday Herald has 100,000. The growth of these papers in the last two years has been extraordinary, but if you know Boston you know it is so.

These papers are indispensable to any advertiser who would sell to the best part of New England.

Local advertisers know this. Many national advertisers know it, but it takes a long time to convince all advertisers that things have changed. Meanwhile the advertiser who sees things as they are will give his clients greater service by recognizing the fact that the newspaper map in Boston has altered.

Last month was the biggest March in display advertising in the records of the HERALD. The HERALD and TRAVELER-HERALD combined printed 395,685 agate lines display, a gain over March of last year of 96,456 agate lines.

S. C. BECKWITH SPECIAL AGENCY

NEW YORK CHICAGO ST. LOUIS

A Few Newspapers of Today

Neglect of those requested to supply the necessary information has made it impossible for the editors to treat in extenso the newspapers of to-day, leaving this department for later consideration. So huge an undertaking is this that only the co-operation of publishers and editors could insure that degree of excellence which has been the aspiration of this issue. Six weeks ago letters asking publishers to furnish us with the data of their publication were sent out. Same responded with the promptness necessary to insure use of the matter in this issue.

THE EDITOR AND PUBLISHER hopes that other requests will meet the hearty response to be accorded such an effort for the common good of the press.

THE SPRINGFIELD REPUBLICAN.

The Springfield Republican, whose name is a national synonym for clean, fearless and independent journalism, was founded in 1824. In the first little four-page issue were stated the broad principles upon which the Republican

SAMUEL BOWLES, 2d, 1797-1851,
The founder of the Springfield Republican, and its editor 1824 to 1851.

has been made the representative independent newspaper of America. "Newspapers when well conducted," read the editor's prospectus, "are at all times useful, not only as vehicles of general intelligence but as safeguards to the right and liberties of the people." That the publication of a great newspaper is a public trust has been the first article in the creed of those who have conducted the Republican from its first appearance to the present moment. Not to any party or to any special interests but "to the rights and liberties of the

SAMUEL BOWLES, 3d, 1826-28.
The great editor of the Springfield Republican, 1851 to 1878. His work gave it an international fame.

people" the Republican has faithfully and steadfastly paid its promised allegiance.

When the Daily Republican was started in 1844, the paper having previously been a weekly, the editor emphasized with italics the simple promises that it would be "a newspaper." In that apparently trite statement lies the secret of the Republican's success. It has been made "a newspaper" in the highest and broadest sense of the term, alert and enterprising in its search after news, printing the truth clearly and concisely and without fear or favor. By making itself indispensable to all within its field it has won and held a platform from which to express its editorial opinions. The intelligence, breadth, fearlessness and force of its editorial page and the high quality of its literary features have in turn won for it a national and international audience. But the cornerstone on which the Republican is built is the abiding determination to make it serve better than any other paper anywhere else, the needs of its own intelligent and thrifty community; in short, to make it first of all the best local newspaper in the world.

Springfield, Mass., is a busy, prosperous city and railroad center of 100,000 people, while its suburbs are so thickly settled that within a radius of fifteen miles from its center there is a population of over 250,000. The Republican is moreover the local paper of Western Massachusetts and of the Connecticut Valley, northward into Vermont and New Hampshire and southward into Connecticut, a section famous for its intelligence and prosperity. The Republican has, in fact, been humorously nicknamed "The Connecticut Valley Bible" and the name aptly indicates the regard entertained for its opinions by its own local constituency.

But its sympathies like its news are world-wide. It is alert to champion every good cause. It is enriched with special letters from every quarter of the globe. Its aim is to mirror the whole field of its inclusiveness, while its literary excellence is a byword in journalism. it is at the same time one of the best of all papers in its news of athletic sports. Its columns are filled with the work of trained minds studying every topic of public interest.

The Republican has always been conducted by a Samuel Bowles. The second that name in family descent and the founder of the Republican had learned the printer's trade and had some experience in publishing a weekly paper in Hartford, Conn., when in 1824 he had his modest outfit, consisting of handpress and type, poled up the Connecticut River on a flat boat to Springfield. On Sept. 8 of that year appeared the first issue of the Springfield Republican, then a weekly. But the national fame and commanding position of the Republican are due primarily to the work of Samuel Bowles, the third of the name and the second to conduct the paper. In 1844, when but eighteen years of age, he encouraged his father to found the Daily Republican. He was one of the great journalists who have shed honor and luster on the profession. He crowded into the fifty-two years of his life tremendous achievement, making himself a national figure and firmly establishing the Republican as a great national newspaper. He was a newspaper genius, with "a nose for news," a trenchant pen and a remarkable executive ability, but the basis of his genius lay in his insistence upon and constant application of his motto, "Whatever you do, do well." He was a master of brief and terse condensation which he made one of the Republican's distinguishing characteristics. Unsparing attention to detail has made the Republican what it is.

The Samuel Bowles who inspired the establishment of the Daily Republican, in 1844, and who died in 1878, was famous among other qualities for his

(*Continued on page 60.*)

THE ASSOCIATED PRESS.

(*Continued from page 56.*)

service also utilizes extensively the telephone and the radio-telegraph.

Between New York City and Chicago three leased wires are operated at night and two by day, making it possible for Philadelphia, Baltimore and other cities on this circuit to obtain a report of 60,000 words or fifty ordinary columns, roughly speaking, seven pages every day. Elsewhere the report is not so voluminous, but hardly ever goes below 15,000 and 20,000 words for each period of service, morning or evening. The operators of the Associated Press are men of great skill and exceptional intelligence. The same must be said of the editors and other employes of the organization. In addition to employing men of this high grade, the organization avails itself of every modern device likely to facilitate the transmission of news. Whenever the occasion makes it necessary, special wires are leased and special trains and vessels have on many occasions been chartered.

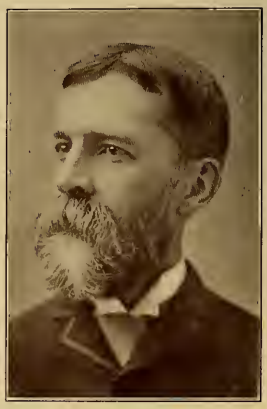
In the larger cities, where several members of the association have to be supplied with a report, manifolding processes are used to insure almost simultaneous distribution of the copy. So efficient is the equipment used by the Associated Press, in a large measure its own invention, that within the space of a few minutes as many as 3,000 copies of a news report may be reproduced. Pneumatic delivery systems convey the matter to the offices of the members. Bulletin wires connect the Associated Press office with every newspaper in the larger cities, and over these is sent all emergency matter in the transmission of which even seconds count.

To some extent the interference of the elements is less felt by the Associated Press than perhaps any other institution making such extensive use of telegraph lines. However, the resourcefulness of its offices is often severely taxed by the effort to overcome interruptions, and it is nothing unusual, especially during the winter time, to have a report go thousands of miles before it reaches the member whose office of publication may be only 100 miles from the sending office. The great blizzard of 1888 cut off all communication between New York and Boston, and messages, therefore, were sent from New York by cable to London, from London to Canso, Nova Scotia, and from there they finally reached Boston. In 1902 every wire between Boston and Philadelphia went down, and on this occasion special messengers, traveling by train, delivered Associated Press telegrams at these points. Almost every winter it is a daily occurrence for wires to be crippled on this continent, and to keep up its lines of communication is not the least effort of the Associated Press. Only a few weeks ago serious interference was felt in the flooded districts of Ohio and Indiana, various parts of the South, and the northern part of the State of New York. Circuits that are anything but short-cuts to points of destination are then established, and within the space of often a few minutes the interrupted thread of

SAMUEL BOWLES, 4th, 1797-1851.
Editor and publisher of The Springfield Republican Since 1872.

a story is again taken up. Very often occurrences of this kind are accompanied by other demands upon the organization. Special representatives have to be hurried to the scene of the disaster, and these men usually have to exercise great ingenuity and resourcefulness in getting their report to the nearest office.

The Associated Press has obtained official recognition in most civilized countries, and by means of its excellent methods secures not only all the news at home, but also abroad.



CHARLES P. TAFT,
Owner of The Cincinnati Times-Star.

The Chicago Daily Tribune.

THE WORLD'S GREATEST NEWSPAPER

VOLUME LXXII.—NO. 80. C THURSDAY, APRIL 3, 1913.—TWENTY-SIX PAGES. * PRICE ONE CENT IN CHICAGO. ELSEWHERE AND SUBURBS TWO CENTS.

BOOKS AND SPORT FREE FOR PUBLIC OF ONE BIG CITY

Half of Inhabitants Fail to Realize What Has Been Done to Aid Welfare.

WEAPON AGAINST GANG

Dance Halls and Pool Rooms Near By Closed When Small Parks Are Opened.

ATHLETICS A HELP TO YOUTHS

WHERE 'WE WILL' THERE'S A WAY

—Chicago's New Proverb.

BY HENRY M. HYDE.

Persons opposed to the encroachments of Socialism—particularly people subject to any form of heart disease—are warned not to read this truthful record of the public activities of our great American municipality. It is an amazing—almost incredible—story, to read which might easily prove dangerous to the safe and sane citizen whose physician has warned him to avoid unnecessary excitement.

There are good reasons why it should prove decidedly interesting to the people of Chicago. It will open the eyes of many of them to the startling measures which our great city has taken to provide healthful recreation, amusement, and instruction for its people, to say nothing of furnishing all kinds of facilities for their social enjoyment and neighborhood activities. Certainly if one American metropolis can do so much for its citizens others must follow its example—even if at a distance.

IMAGINE, then, a [illegible] in which [illegible] may have any [illegible] form of amusement [illegible] charge, excepting only those [illegible] are sold at the refreshment concessions:

Lectures.
Piano lessons.
Clearsighted lessons.
Gymnastic classes.
Folk dances.
Shower baths.
Swimming pools.
Sand piles.
Day nurseries.
Wading pools.
Athletic fields.
Baseball, wrestling [illegible] and other athletic [illegible]
Tournaments.
Skating ponds.
Lunch rooms.
Stereopticon and moving picture shows.
Football fields.
Golf links.
Planing ponds.
Cooking lessons.
Debating clubs.

[illegible]

TO make all [illegible] least and [illegible] people this [illegible] and [illegible] gymnasium [illegible] and breathing [illegible] green grass, blue [illegible] field houses fresh in [illegible] of the city streets.

Some of the [illegible] playground [illegible] architecture and [illegible] as the best of the country [illegible] contains libraries, reading rooms, dancing and assembly halls, shower baths, and swimming pools. In the [illegible] may be [illegible] light refreshments at a very low price [illegible] the absolute certainty that they are pure, because they are made by the public authorities from the purest possible materials.

Any citizen may enjoy the baths and have soap, towels, and bathing suit furnished at the public cost. There are rooms for the glazing of all sorts of bodily pains under the guidance of experienced directors. Any club, association, or unorganized group of people may reserve a hall or stadium for its exclusive use a month or two in advance. In some of the field houses a mother, who wishes to attend the cooking classes, may leave her baby to be cared for by an experienced nurse. And there is every possible equipment for furnishing athletic amusement to both the girls and boys of the neighborhood.

YET so big is the city in which this wonderful work is being done and so busy are its people that a majority of them have never visited one of these parks and have little or no knowledge of them. That their existence is made the world in

(Continued on page 10, column 1.)

SUMMARY OF THE NEWS.

THURSDAY, APRIL 3, 1913.

WEATHER FORECAST.

For Chicago and vicinity: Showers and thunder storms Thursday, cooler in night. Friday probably cloudy and cooler, high southeast shifting to northwest winds.

For Illinois: Showers and thunder storms Thursday, cooler by night. Friday probably fair and cooler, fresh and high northwest winds.

Sunrise, 5:52. Sunset, 6:18. Moonrise, 4:36 a. m.

TEMPERATURE IN CHICAGO.

[Lake Shore Building.]

Maximum, 62 degs.			
Minimum, 5 degs.			
1 a. m.	44	10 a. m.	57
2 a. m.	44	Noon	59
3 a. m.	42	1 p. m.	60
4 a. m.	42	2 p. m.	61
5 a. m.	42	3 p. m.	61
6 a. m.	42	4 p. m.	60
7 a. m.	42	5 p. m.	59
8 a. m.	45	6 p. m.	58
9 a. m.	48	7 p. m.	57
10 a. m.	50	8 p. m.	57

Mean temperature, 52; normal for the day, 42.

Excess since Jan. 1, 266.

Precipitation for 24 hours to 7 p. m., .07. Excess since Jan. 1, 2.36 inch.

Wind, S. E.; max. 20 miles an hour at 10:53 a. m.

Relative humidity, 7 a. m., 87%; 7 p. m., 75%.

Barometer, sea level, 7 a. m., 30.06; 7 p. m., 30.07.

For general government weather report see page 16.

TODAY'S BARGAINS—PAGE 13.

WASHINGTON.

Low tariff men with aided Wilson win over Democratic leaders in congress. Page 1

American government will give immediate recognition to Chinese republic. Page 7

FLOOD.

Cairo an island; water still rising; weak spots found in levees. Downstream settlers deserted. Page 1

Tornado fund for flood sufferers reaches $12,000. Page 4

Chicago splinter offers home to flood orphans. Page 4

FOREIGN.

Volunteers been pouring in to aid Turkish fort. Page 2

Body of J. Pierpont Morgan starts from Italy to America. Page 3

DOMESTIC.

Silver accuses "Boss" Barnes as instigator of impeachment resolution. Page 2

New York detectives seize afternoon turkey trotting in Broadway cafe. Page 3

STATE.

Bill offered in legislature provides for Chicago charter convention. Page 1

LOCAL.

Twenty young women vanish from train in Pennsylvania; "white slavery" is fear. Page 2

United States Attorney officials named at land fraud trial as aide of Frost. Page 2

Turning out lights started disorders with bombard, says Mrs. Dolph. Page 3

Obtain libel case dismissed in Municipal court; may be presented to grand jury. Page 8

Firemen forced to retreat at blaze in Dalzelmyer fertilizer plant. Page 1

Free book plan revived by school board. Page 4

Rocky board committee [illegible] tax inquiry bills. Page 4

POLITICAL.

Chenery boomed for mayoralty [illegible] Harrison. Page 4

SUFFRAGE.

Mrs. Catharine W. Berdsley tells suffragists plan of action. Page 6

Mrs. O'Connell dreams hit to end hunger strikes by suffragists. Page 7

TRADE AND INDUSTRY.

[illegible] Page 15
[illegible] Page 15
[illegible] Page 15

A FEW NEWSPAPERS OF TO-DAY.

(*Continued from page 58.*)

ability as a trainer of younger journalists. Many, who later became powers in the profession, gained their newspaper ideas and ideals under his exacting but inspiring leadership. The fame which the Republican then gained as a school for journalists it has maintained to this day. Associated with Mr. Bowles in the year of the mid-century when the Republican was leaping into strength and power, was Dr. J. G. Holland, the author and lecturer, many of whose best prose and poetical writings first appeared in the Republican. The present managing editor of the paper, Solomon B. Griffin, was trained by Mr. Bowles from 1872 to 1878.

The present Samuel Bowles, fourth of the name and third to conduct the Republican, has been the publisher and editor-in-chief of the paper since he death of his father, in 1878. In that year he founded the Sunday Republican. Thus the Weekly Republican, which is still continued, was founded by Samuel Bowles in 1824, the Daily Republican by Samuel Bowles in 1844, and the Sunday Republican by Samuel Bowles in 1878.

Under the leadership of its present chief the Republican has undergone a notable development in its mechanical equipment, in its organization for the collection of news and in its circulation and recognized influence. In thirty years the process of producing a newspaper has been largely revolutionized by mechanical improvement, such as the telephone, the type setting machine and rapid presses. The Republican has been quick to take advantage of all new opportunities to give better public service. It has met each new public problem with vigor and sanity and has never ceased to break new ground. It has taken special pains to produce an artistic and clean sheet typographically, excluding offensive cuts, and making both its advertising and reading columns thoroughly attractive.

In recent years the Republican has been a notably successful pioneer and ardent advocate in urging those municipal betterments, such as parks and playgrounds, public libraries and museums, which are becoming recognized the country over as of sound practical advantage in health and popular education. As for its stand on broader subjects, with its growing influence it has held true to its first principles, it has kept independent in politics, and it has never permitted itself to become in any sense a class paper. It has been conservative when conservatism has meant standing fast to the ideals on which the republic was founded, and in opposing the wave of imperialism; it has been radical when radicalism has meant demanding for the people stricter control over their servants, whether public service corporations or individual officials, and a juster distribution of the country's growing wealth.

A notable development in the Republican's facilities for producing a first-class newspaper was the extensive enlargement and radical improvement of its plant in 1909-1910. Its office building of brick and terra cotta, on one of the most prominent corners of the main business streets of Springfield, which is the property of the paper, was at that time raised from three stories to five stories. The improvements involved an expenditure of some $90,000 and took nearly a year to complete. The paper is now provided with admirable accommodations for all of its various departments.

The Republican maintains the price of its daily issue at three cents a copy or $8 a year, and it gives its readers the worth of their money in the quality as well as the quantity of the product. Its daily issue is now commonly twenty pages. The Sunday Republican is usually of thirty-two pages, but often more. The business of the paper grows steadily from year to year, and a large proportion of the increasing revenue is expended every year in improving the character of the sheet by the strengthening and expansion of its news service, and the development of its various attractive features.

THE BOSTON GLOBE.

"The changes in the Boston press since 1873," writes Gen. C. H. Taylor, "have been many and some of them have been startling. When I came to the Globe, Messrs. Andrews, Pulsifer and Haskell were the owners of the Boston Herald. Col. Charles O. Rogers, who has built the Boston Journal and made it the most successful newspaper in New England as long as he lived, had been dead about four years, and Col. W. W. Clapp had succeeded him. Col. Charles G. Greene was the editor of the Post; Colonel Worthington was still the head of the Traveler; E. F. Waters was business manager and Mr. Goddard the editor of the Daily Advertiser. Henry W. Dutton & Son were the owners of the Transcript, and Daniel M. Haskell was the able editor.

"The management of all of these papers has changed, some of them many times. Several of them have been sold to new owners at different periods; but the Globe has gone steadily forward with 'malice toward none and charity for all.' I think I may fairly say that I, with my associates, have built up the Globe and have created its own constituency and business without trying to capture the patronage of or endeavoring to undermine any other newspaper.

"In the fifty-one years that I have been connected with the Boston newspapers, we have always had substantially the same problems that are now under discussion. There were many persons yearning for the ideal newspaper fifty-one years ago, and they have continued to yearn for it to this day; but the ideal newspaper has never been published.

W. R. HEARST.

"In the forty years that I have been in control of the Globe most of the principal advertisers of Boston to-day have been building up their establishments and have made their great successes. I am proud to say that nearly every one of them is a personal friend of mine. I here and now acquit them of any attempt to control me or the Globe.

"I can assure those of our friends who are filled with the fear that advertisers and the interests will control the movements, opinions and news of the prosperous and independent press, that they need not lose any more sleep over the Globe. Advertisers and readers alike know that they will be treated with absolute fairness by the Globe, because that is the bed-rock basis on which this newspaper has been conducted for forty years and it is the rule which will guide it in the years to come.

"The shrewd observer of newspapers and of human nature must have seen that the natural temperament of the editor determines the tone of the newspaper he controls. Joseph Pulitzer, who I think was the greatest journalist this country has known, had a combative, imperious temper.

"On the other hand, George W. Childs, of Philadelphia, a strong man in every sense, as those who knew him well can testify, was an entirely different type from Mr. Pulitzer. Mr. Childs had a cheery, optimistic, friendly disposition toward everybody.

"Now, I am inclined to think that my temperament is more like that of Mr. Childs' than of Mr. Pulitzer's. My aim has been to make the Globe a cheerful, attractive and useful newspaper that would enter the home as a kindly, helpful friend of the family. My temperament has always led me to dwell on the virtues of men and institutions rather than upon their faults and limitations. My disposition has always been to help build up rather than to join in tearing down. My ideal for the Globe is and always has been that it should help men, women and children to get some of the sunshine of life, to be better and happier because of the Globe. I have no fault to find with those who take the opposite course, because we all usually work out our temperaments, as given to us in our cradles, until we reach the end of life.

"I have always welcomed criticism from any reader, even if scribbled with a pencil on a post card, as well as from those who have achieved success and prominence in some one of the various avenues of endeavor. During my years of intimate acquaintance with Mr. Pulitzer and Mr. Childs I appreciated and benefited by their criticisms and suggestions. To-day I am glad to profit by the experience and views of James Gordon Bennett, who succeeded his father in the conduct of the New York Herald in 1872, and has maintained its prestige as one of the great newspapers of the world; Victor F. Lawson, of the Chicago News; M. E. Stone, general manager of the Associated Press; William Randolph Hearst, of several cities; Colonel Nelson, of the Kansas City Star; Samuel Bowles, of the Springfield Republican; Clark Howell, of the Atlanta Constitution, and many other men of distinction among my contemporaries. The commanding positions they have achieved makes their opinions peculiarly valuable.

"Perhaps my mind is not as receptive as it should be toward a certain type of faultfinders in the newspaper business, but I am sure I shall be glad to listen to them when they have either created a newspaper or shown their capacity to conduct one successfully. I fear, however, that their only hope lies in a realization of their fond dream of an endowed newspaper and a liberal appropriation.

"I admit that an endowment would have been an inestimable boon to me in the first six years of my connection with the Globe, when my great and constant difficulty was to meet the weekly payroll, for some sixty men and their families were depending on me to provide the means of paying their grocers' and butchers' bills. I could stand off creditors in general with a cheerful nonchalance after a little practice of that art; but these people depended on me for their living, and I am glad to say that I never failed them.

"After prosperity came (following a loss of $60,000 a year for five years), that nightmare of the payroll passed away and gave me more time to develop the general business of the paper. I am proud now of the fact that we have 1,000 men working for the Globe and supporting their families in comfort.

"They are as united and happy a

(*Continued on page 64.*)

THE EDITOR AND PUBLISHER AND JOURNALIST,
THE AVERAGE DAILY SWORN CIRCULATION OF THE KNICKERBOCKER PRESS LAST WEEK WAS 42,847

The Tri-City Daily and Sunday Newspaper

THE KNICKERBOCKER PRESS

Weather Today
Rain and warmer, south winds.

71ST YEAR—NO 157 | ALBANY N Y., FRIDAY APRIL 4, 1913 | PRICE ONE CENT

SHERIFF ASKS AID OF PUBLIC IN HUNT FOR CLUTE SLAYER

Forty-eight Hour Search for Clew is Fruitless, County Officials Admit.

NO MOTIVE ESTABLI

Under Sheriff, Myster Summoned by Strang Has Not Reported.

BLAIN MAN FEARED TO BE

Friend of Chauffeur Says H Often Begged to Accomp Him on Night Trips.

After a fruitless forty-eight ho for the slayer of Frank J Clute, heavy chauffeur who was shot night at a lonely spot on the ocea state road, near Watervliet, Ober ties A Pearley last night call Knickerbocker Press to appeal public to assist in running dow gunman.

Sheriff Pearley and District Stellin H Gardner are last night t they have not succeeded in catch murderer of the crime.

"We are no nearer to solving t sery than we were when the m found," said the sheriff "Altho are following up even the slightest as a rule, when a crime of this degree committed, information is poured in upon us, yet the newspapers the story. In this case, however we even in any information w will appreciate it, if you will the public through The Knick Press that we will be greatly ob any information that will help solving the problem.

The movements of Under Sheriff Beach, former sheriff, since he Friday Wednesday noon, found h certainly no interview conducted Schenectady Railway company.

Ring the sheriff, who was la lately convinced that Beach t up a clue and that he would wo some facts upon which the myst be cleared up.

Summoned by Stranger

Former Sheriff Dilsch upon afternoon in Schenectady Ea erday morning he returned to N state without home and after al little more than two hours, was by an officially unidentified pe arrived in a taxicab, and who w to Beach. Beach virtually dre with such a be-ran down in front of his house to the ho called back to the side that he know where he would be home. ing wait to inform the sheriff road, and when last seen by Mi he and the person who called were speeding toward Medina a the pale. Before leaving, the sh it examined his revolver to m that all the chambers were load

Sheriff Pearley says he is i ished that robbery was not th and to discounting the case wh porter of The Knickerbocker I sheriff advanced the following upon which his office is working

That Clute was had some trouble which efforts are being keep under cover; that the vou for was the victim of a grow against him by a person as yet u that the belongings of the slayer out the improbability of robbe motive and jibes with the re prudent theory that, after ma friend at Stone Arbor, Clute was on his strange passenger to stop place to pick up one or more a contingent, who may also be in to the killing; that after the cr slayer of slayers walked either medately, Troy or Albany, int that he obtained having establis alibi; that the fact that the g escape, that the talk of extende alibi without foundation, to me fact that the body was dragge the road to the spot where it w found.

Gangsters Rounded Up.

It became known last night th stars, who have been arrested implicated in efforts made dur past year in and about Albany been rounded up and put under questioning by the district attorn official was satisfied, however, t knew nothing of the case and th prisoners to go. No action was public.

Sensational rumors that the cr the work of a madman were a last night and from the manner peared that the officials are ac the belief that something latent Clute knew something of t trouble he might have had and th rumors are being kept secret.

Asked last night concerning that the Albany police were go on the case, Chief of Police J Hart said

"Of course, everybody is anxi this. Every man we have on the j on this case and is still on it. We report anything to report.

Persons in a position to know, said last night however, that no effort is being made on the part of the police to aid the county authorities. It was stated, that Detective Reed has helped, under orders from headquarters to round up three persons, whom the district attorney expressed a desire to question about Clute

Sheriff Pearley asserted that while he could not say whether the police were actually working to help establish a motive, he imagined they were. The district attorney declared that the police of

(CONTINUED ON PAGE THREE.)

First Working Girl Queen Was Real One

Egyptologist Lauds Tala, Who Made Amenophis III Good Wife and Country Good Ruler

Special by Leased Wire.

PHILADELPHIA, April 4.—Dr. Jose Mulles, Egyptologist of the University of Pennsylvania, in discussing the history of early Egypt today issued this. "The first real queen ever chosen from common ranks

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FEAR POWER TRUST KEEPS CANAL POWER BILL IN COMMITTEE

Friends of Capitol District Measure Alarmed at Fail-

READY FOR DINNER!

PUBLIC TRIAL OF STILWELL WILL BEGIN MONDAY

Senate Orders Open Hearings Before Its Judiciary Committee.

IMOOY AS PROSECUTOR

rney General Will Present ise to Courts If Developments Justify.

NKS IT CLEAR CASE, HE SAYS

ndant, Resigned From Committee, Excused From Senate, Will Be First Witness.

ator Stephen J. Stilwell of the a will be tried on the charge of tion, preferred by George H. Ken president of the New York Ban company before the senate judiciary ittee. Public hearings will begi ay afternoon at 3 o'clock, with Att General Thomas Carmody as prosecuting attorney.

Attorney general will are that the ge is presented to the courts, if the ntments in the senate investigation y such action. He said last night ntirely close to a clear case against ndant Stilwell but will await the ination of proceedings before to n before action.

Senator Stilwell yesterday resigned m as a member of the senate judiciary ittee, and was excused from at g further sessions of the senate g investigation of Mr Kendall's tion that the senator, as chairman e senate judiciary committee sought from Mr Kendall as a bribe for ting a bill

Senate adopted the report of the ary committee recommending a of procedure, and then approved lution introduced by Senator George ovell of Rockland county providing ar judiciary committee should re the record and a statement of facts t senator that duty determining co the guilt or innocence of Senator

Kendall to be First Witness

Kendall himself probably will be rst witness. The investigation will ntinued to the statements contained in telegram to Governor William Sulzer hich the Governor asked Senator ill to resign. The witness general ked for records of all telephone ts on the Capitol telephone ex and the office of Mr Kendall He vill receive affidavits from employes n office of Mr Kendall, who claim ve been listening when conversa between their employer and Senator ill are said to have taken place

ard S. Wilson of Syracuse has nomed as counsel by Senator Stil William T Byrne of Albany will ent. They will appear when t resume their case today and to

The senator believes he has Mr Kendall's accusations false tor John F Murphy, chairman of ndiciary committee, discussed the t case at length with Governor and Majority Leader Robert F. of the senate. But what took was not made public.

Did We Duty," Says Sulzer.

n the Governor's attitude was to the fact that many legislators the attempt he made to get Stilwell to resign before prefer ho charges against him, Governor said

I take exception to, no, I do for ding me. That is the privilege of legislator. They can criticize me they want to on the floor of the ture. I have no feeling on this ems that have been the greatest nd right here and now I want to ad I have no feeling in the Stilwell

The matter was put up to me and my duty.

re was a split in the senate, on ng the full senate or the judiciary ittee should hear the charges. Both e considered the Republicans equa g for more than an hour and the trate his three speeches, and when of the former attempted to amend investigation resolution or providing he judiciary committee should give hon, after hearing the evidence, the trate voted the suggested down. ssion to seven

Filing of the Stilwell case Attorney al Carmody said he "would hold in his hands

e matter was first presented to the attorney general for the gin ly special note action as the facts warrant he said. Testimony as charges were made against a state t I decided that the matter that I be presented to the courts for action as the senate might deem

At Service of Governor.

ion in this case drew attention t the matter over to the senate t that I would be willing to pro ... my official duties and I am, however, at the service of the Governor of the senate for any further service that I may be able to render

"As the attorney general, however ... to another but proposed upon ... that is to say, the matter is pre ... sented to the court, if the development in the senate investigation justify such submission. I, of course, will await the determination of the senate proceedings

The expected action of the Stilwell case brought hearts sensible to the senate chamber early this the morning, and there was an air of excitement about the floor and galleries of the upper house.

Since the election it has been generally assumed the President regarded the Philippine independence legislation as the most great legislative problem which faced the administration.

It was thought he ranked this as next in importance to the tariff revision and currency reform legislation and that he would insist that the Philippine plank of the Democratic platform be dealt with as soon as the two other subjects were disposed of.

President Wilson told callers today that he intended to take considerable pains to inform himself on the Philippine situation before he announces any definite attitude toward the islands.

The Knickerbocker Press Has Made Newspaper History In Albany, N.Y.

ABOUT three years ago those interested in newspaper and advertising began to point to The Knickerbocker Press. "Watch it," said they—"It's a comer" and "It's the newspaper that's putting Albany on the map," and still many other pleasant things.

The fact is The Knickerbocker Press has quickly landed in the class of Live Newspapers and "Done things" in Albany—a town for years supposed to be quite unresponsive to newspaper enterprise.

But Albany really wanted a REAL Morning Newspaper, and when Hon. Stephen C. Clark and Judge Lynn J. Arnold bought the old Press-Knickerbocker-Express, three years ago this June, they determined to give Albany and the Capitol District a morning newspaper worthy of the name.

In less than three years the circulation grew from 2,000 net paid to the present net paid circulation of more than 28,000. **This without the aid of Premiums, Contests or any other false circulation stimulators.**

The growth in point of circulation is best shown by the following authorized and recognized audits and investigations:

PHENOMENAL CIRCULATION GROWTH

By the **A. A. Audit**—last month of period investigated, June 1912, net paid **24,357.**

By the **Data Co. Audit**—last month of period investigated, August, 1912, net paid **26,900.**

By **N. W. Ayer & Son Audit**—last month of period investigated, November, 1912, net paid **27,860.**

NOW—

Net paid average for March, 1913, 28,059.

Not alone in circulation has The Knickerbocker Press grown, but the same phenomenal growth has been experienced in all departments of advertising.

AND, IN LOCAL ADVERTISING—

Local Advertising has shown unprecedented increases demonstrating clearly the attitude of the advertisers "Here on the field."

Just for illustration—during the last six months of 1912, as compared with the first six months of that year, The Knickerbocker Press gained 298,690 agate lines of local advertising. Every other Albany newspaper lost in volume during these periods in amounts of 50,512 agate lines down to the loss of 13,384 agate lines—that of the only other morning newspaper in Albany.

During a period of eight months ending March, 1913, The Knickerbocker Press carried 154 **Full-Page Local Advertisements EXCLUSIVELY.** Of this number all but 38 were department store ads.

AUTOMOBILE ADVERTISERS FAVOR THE KNICKERBOCKER PRESS

In **Automobile Advertising** The Knickerbocker Press leads all other papers in Albany by big margins. This is best shown by the March, 1913, volumes.

The Knickerbocker Press Automobile Advertising	1,819 in.
Times-Union Automobile Advertising	518 "
Journal Automobile Advertising	314 "
Argus Automobile Advertising	None.

WONDERFUL REAL ESTATE SHOWING

In **Real Estate Advertising** The Knickerbocker Press has been chosen to carry the greatest volume. This may be illustrated with the March, 1913, totals.

The Knickerbocker Press Real Estate Advertising	2,422 in.
Times-Union Real Estate Advertising	973 "
Journal Real Estate Advertising	524 "
Argus Real Estate Advertising	182 "

A CLASSIFIED RECORD

In **Classified Advertising**—The Knickerbocker Press has grown to be recognized to be, by long odds, the **classified advertising medium of the Capital District.** These figures prove it—

Number of "Want Ads" published during six months ending Dec. 31, 1910	8,790
Number of "Want Ads" published during six months ending Dec. 31, 1911	21,924
Number of "Want Ads" published during six months ending Dec. 31, 1912	42,225

Need there be any further question of The Knickerbocker Press being The Foremost Daily and Advertising Medium of Albany, N. Y.?

THE KNICKERBOCKER PRESS
GEORGE J. AUER, Bus. Mgr. ALBANY, N. Y.
JOHN M. BRANHAM CO., Representatives, New York, Chicago

through small ads in The Knickerbocker Press. Capable men and women workers for home or business jobs are secured by using them. Personal property—from old furniture to automobiles—is sold to advantage in the same way.

Whatever your "Want" or offer may be, tomorrow's issue is a good time to place it before the thousands of people who read The Knickerbocker Press "Want Ads" every day.

(Copyrighted.)

(Copyrighted.)

tuple to all Mexico with troop on board the situation.

SHIP WRECKED SPECIMENS SAFE.

Special by Leased Wire.

BOSTON April 4.—John E. Thayer of Lancaster has received word from Nome, Alaska, of the loss of the vessel in which he sent an expedition to the Arctic three years ago to get specimens for his museum in South Lancaster, and also material for Harvard university. Captain John Kopp, leader of the expedition, said the vessel was a total wreck on the Siberian shore, but that specimens collected and been landed safely. No lives were lost.

The ship Bullet Commissioner Columbus, Ohio, April 4, 1913 The Knickerbocker Press, Albany, N. Y. Gentlemen: I wish to acknowledge the receipt of your contribution of $1,000.00 for the relief of the Ohio flood sufferers. Yours very truly, Governor Cox and the people of Ohio permit me to thank you for this prompt and generous contribution in time of need. Very truly yours, JAMES E. WILSON, Treasurer, Ohio Flood Relief Commission.

The Albany ice dealers remain silent. Charles Gibson, president of the Albany Ice Cream and Soda Water Co., Inc., in charge of the ice in this organization.

(CONTINUED ON PAGE THREE.)

will be sold in The Knickerbocker Press

For Sunday, April 6,

By the Rev. Charles Graves, Who was the special representative of the relief trains sent to Dayton and vicinity by the citizens of Albany, through The Knickerbocker Press.

Dr. Graves' story will be illustrated with many photographs he took after the waters had subsided, and which show better than words can tell the great destruction wrought by the flood.

The Wattersonian Creed.

We are living in an epoch not of miracles, but of mechanics; of multitudinous social, scientific, and professional complexities, and instead of its being true that a man of parts gets on faster and fares better without assistance and encouragement, the reverse is true.

* * *

Now it is given the journalist to be at once the lion and the artist, a creator and a critic; to depict his own profession; to extol and magnify it; to write it up, as the saying goes; and, despite some occasional delinquencies and disfigurements in his methods, he has used this advantage so industriously and at times so skilfully that journalism has come to be what it was not when he first gave out the conceit—"a veritable Fourth Estate."

* * *

The freedom of the press, obtained at length even more securely by the victories it is achieving over dependence and subsidy than by the liberality of the laws which guarantee it, is a sort of popular religion

** * * "a map of busy life,*
Its fluctuations and its vast concerns."

* * *

I am fully persuaded that, take it all for all, the journalism of America is the very best in the world.

* * *

You might as well put an ear trumpet to a rose and expect to draw its essence as hope to gather the public sense in the way of the stilted person on the tripod.

"To catch a dragon in a cherry net,
To trip a tigress with a gossamer,
Were wisdom to it."

* * *

It can be said of the American press—that it has a jovial, happy faculty of standing by the weak and resisting the strong, of satirizing the wicked, exposing the base, detecting the false, and cheering the unfortunate.

* * *

We have heard a deal of late years about personal and impersonal journalism. In the press of America we must needs have an abundance of personal journalism; it is an appendage to our condition as well as an offspring of our character.

* * *

The functions of the politician and the journalist are totally different.

* * *

There is impersonal journalism in England, because the English press is conducted by scholarly dummies.

* * *

The journalist—is surely not to be blamed for going in at the front door, instead of creeping around by way of the back alley, nor to be stigmatized for holding his head up in the face of all the world, non sibi, sed toti genitum se credere mundo.

* * *

The axiom of newspaper success is news.

* * *

How can a man realize this character who submits to the tacit corruption and quasi indignity of free ride over a railroad, which gives it in order that it may be able to command his silence or his support; or a free admission into a theater, which is meant to secure an unfaithful, complimentary notice of the performance next morning.

* * *

The dead-head system, the dead-beat system, licensed and encouraged by the system of subsidies and favors allowed the press and tolerated by journalists, keeps the newspapers in a hopeless, poverty-stricken way.

* * *

I will collect the news industriously; I will express my opinions fearlessly but responsibly; I will accept no indulgences not given my neighbors; I will not be slapped on the back nor be sneared at as a sort of Cheap John, a public pensioner, who lives partly by his wits, partly by the offal thrown out to the yard-dogs who congregate about the court house—railroads—side shows.

* * *

The paper that cannot live except on favor and charity ought to die.

* * *

There ought to be one fixed, undeviating scale of advertising prices, inexorable to the advertising agent and the home advertiser; reasonable on its face and not to be altered.

COLONEL HENRY WATTERSON.

* * *

People do not advertise with us because they love us. They insert an advertisement in a newspaper as they hang a sign in a street.

* * *

There is a great fight before us for liberty; a fight as old as the hills. The fight of the poor against the rich; the fight of the weak against the strong; and the fight of the people against the corporations.

* * *

I make no plea for that sort of independent journalism which represents the caprices of a single editor and piques itself on its immunity from obligations of every sort.

* * *

I am myself a fairly good party man, but I am not so good a party man as to accept the theory that politics is war.

* * *

Throw off the old execrable badge, faded and tattered and worm-eaten by its dishonoring memories and inscriptions, for that other badge, that insignia of rank and power, which says: "I am no man's slave. I am a man among men. The roof above me is my own. This threshold is mine; and, holding no commission but that which, sent from heaven, makes me a spokesman for my fellowmen, and having no weapons except a handful of types, I am able to defy the world that proposes, unbidden, to cross it, because I am supported by an invincible army, ready to rally at a moment's notice for the defense of itself, which is my defence." I believe in that sort of journalism, and I believe that that sort of journalism will come to be believed in by every man who edits and reads a newspaper.

* * *

The new order of impersonal journalism, with it ideas of commercial honor and of public obligation, has not quite adjusted itself to its enlarged habitation and richer apparel. It is, to take another illustration from my beloved Bluegress country, as a thoroughbred yearling that feels his oats and kicks and bites his trainer, yet has the sure making of a Derby winner.

The scandal monger will in time be relegated to the category of the unprosperous as well as the disreputable, and the detective be driven out of the newspaper service, where he should have no place, to the company of the police, where he alone belongs.

* * *

We can as little expect that each newspaper worker shall be a gentleman as that each lawyer and each doctor shall be a gentleman; but manly conduct and aspiration should fix the rule, the brutal and vulgar the exception, the journalistic brand no less accepted and honorable than that of physic, divinity and jurisprudence.

* * *

The leading editorial, whose disappearance is predicted and whose decline is obvious, has suffered most by the transition process from the personal to the impersonal. There was exhilaration in pistols and coffee. The duello was more interesting and less expensive than the libel suit. The good old times of gunplay are, alas, no more. If a gentleman nowadays shoots another gentleman they call it murder. Most of us have to work for a living, and some of us even to be trained to it.

* * *

I do not wonder that the wooden nutmeg affair in big type, which for the most part defaces the editorial page, as it is called, having nobody behind it, and neither continuity of purpose nor the spirit of intellectual rectitude and accountability, has fallen into discredit. It might as well be dispensed with. It is no longer an effective nor an engaging arm of the service. But the rationale of the day's doings rendered with good sense and in good faith, by a self-respecting, conscientious writer, will always command attention and be worth its space; and as this is done with power or charm will it rank in drawing and selling quality with the news features. Success may be attained without it, but not distinction and influence.

* * *

News, like victuals, may be served hot and savory or raw and unsavory; a ruddy murder may be ruined in the roasting, and a scandal wholly spoiled by a figurative excess of oil and garlic.

* * *

Newspapers, with the law, should assume the accused innocent until proved guilty; should be the friend, not the enemy, of the general public; the defender, not the invader, of private life and the assailant of personal character.

* * *

The newspaper is not a commodity to be sold over the counter like dry goods and groceries. It should be, as it were, a keeper of the public conscience, its rating professional, like the ministry and the law, not commercial, like the department store and the bucket shop. Its workers should be gentlemen, not eavesdroppers and scavengers.

* * *

Look well and think twice before consigning a suspect to the ruin of printer's ink; to respect the old and defend the weak and, lastly, of all times to be good to the girls and square with the boys, for both it not been written, "Of such is the kingdom of heaven?"

The cub in the city department who does not consider a dog fight a thing of beauty and a joy forever may not be in danger of the judgment, but he is in constant danger of discharge. In no other way can he get his perspectives adjusted. From the conflicts of canines to the quarrels of kings, from hell to breakfast and back again, through a system of regular geometric progression, he arrives at the hang of it, beginning as "scoopy" to end as managing editor; acquiring experience with his locomotion, judgment with his lengthening legs, and if he be a young fellow of genius with pen or pencil, ultimately signalizing himself by exceptional performance upon larger and more remunerative fields.

IN PITTSBURGH

The Gazette Times

is the oldest paper, having been established in 1786.

The Chronicle Telegraph

is the oldest afternoon newspaper, starting publication in 1841.

Besides being the oldest newspapers both are leaders in their respective fields.

THE GAZETTE TIMES, daily, has a larger circulation than the other Pittsburgh English morning papers combined. On Sunday it leads by many thousands.

THE CHRONICLE TELEGRAPH has the largest home-delivered circulation of all the Pittsburgh afternoon newspapers.

Special Representatives

J. C. WILBERDING
225 Fifth Ave., New York

JOHN M. BRANHAM CO.
Mallers Building, Chicago

A FEW NEWSPAPERS OF TO-DAY.

(Continued from page 60.)

family as can be found in any business in the country. Once a Globe man, always a Globe man, is the rule. Men who have left the Globe and gone to other cities and other newspapers in the forty years always retain their loyal feelings toward this newspaper. Wherever they may be, if any one of them can do the Globe a good turn, he is glad to serve. Often when a man leaves an employer he takes delight the rest of his life in trying to injure him. Every old Globe man, on the contrary, feels a stanch attachment for the paper and cherishes pleasant memories of his active connection with it.

"With the aid of a loyal staff in every department, the Globe has been able to meet the wishes and needs of the people of New England, the most exacting of reading constituencies, and has grown to be one of the institutions of this great community. I take this opportunity to thank the people for the generous, unwavering support they have given to the Globe, and I am also glad to express my appreciation of the patronage of advertisers who utilize it so liberally. The Globe brought them an audience of intelligent, discriminating purchasers, and while their advertising in the Globe has powerfully aided them in establishing the successful and profitable position which they now hold, I am none the less grateful for their business, and I hope their prosperity may long continue."

THE BOSTON HERALD.

The history of the Boston Herald covered a period of sixty-seven years—years in which it first struggled for recognition and obtained it by force of its independence in dealing with public questions, and later obtained a national reputation by reason of its fearless, militant tone and its excellent presentation of the news of the world.

Its first editor was William O. Eaton, twenty-two years of age, who had been a talented writer for several New York papers. It struggled through the financial diseases incident to newspaper infancy, and in 1847 was enabled to increase its size and to issue morning, evening and weekly editions. Its fearlessness in rebuking both spiritual and political wickedness and in calling servants of the public to an account gained for it a steadily growing clientele. George W. Tyler became the editor of the morning edition. The famous "Dave" Leavitt, whose renown as a news gatherer has been handed down to succeeding generations of reporters, and whose portrait adorns the walls of the Press Club rooms, was a reporter on the Herald. One of the feats which stamped him as a shining example was his report of the great fire at the North End in 1847, when he foresaw that several blocks of buildings were doomed and obtained a full list of the contents, owners, etc., which he published in a four-column story in the Herald, while the other papers gave only meager accounts which were prepared after the buildings had been destroyed. John A. French, who was one of the principal owners at the outset, and James D. Stowers, another of the proprietors, acquired full possession of the property in 1847, and "French & Stowers, Publishers," appeared at the head of the paper. They were soon after succeeded by Samuel K. Head as sole proprietor, and the editor-in-chief was William Joseph Snelling, one of the ablest and most fearless writers ever engaged on the Boston press.

VICTOR F. LAWSON.

Some of the first wood cuts ever printed in a Boston paper appeared in the Herald in the fall of 1849 and illustrated the famous Webster-Parkman murder case.

The office was removed in 1855 to Williams Court, about midway between Washington street and Court square, where it remained until the erection of its new building twenty-three years later. In that year the late Charles H. Andrews, who became one of the owners in 1869 and remained such to the time of his death in 1897, entered the service of the paper as reporter.

Edwin C. Bailey acquired possession of the paper in 1856 and remained its sole owner for thirteen years.

An important event in the Herald's history occurred in 1869, when Mr. Bailey disposed of his interest in the paper to Royal M. Pulsifer, Edwin B. Haskell, Charles H. Andress, Justin Andrews and George G. Bailey. The latter retained his interest for only two years, and Mr. Justin Andrews retired from ownership in 1873.

In 1888 Messrs. Haskell and Andrews, having amassed a competency, retired from active management, and a corporation, called the Boston Herald Co., was formed, the shareholders including, besides Messrs. Pulsifer, Haskell and Andrews, John H. Holmes, the managing editor. William E. Haskell, who had been identified with Western newspapers, and through acquisitions of other stock he and Mr. Holmes became equal owners of the Herald. In May, 1906, possession was taken of the present establishment at 171 Tremont street, and of a building across Mason street in the rear, which had been especially erected for it, and which contains the editorial and mechanical departments.

In October, 1906, Mr. Holmes disposed of his holdings to William E. Haskell, who during the last two years had acted as publisher, and the latter became the sole director of the property for the succeeding four years. The price of the daily was reduced to one cent in 1908. Mr. Haskell's régime was not a success, and the property fell into the hands of its present owners, a stock company, reorganized under the name of the Boston Herald, Incorporated. Its editor-in-chief in 1911 was Robert Lincoln O'Brien, formerly editor of the Boston Transcript, and its publisher is John Wells Farley.

BOSTON EVENING TRANSCRIPT.

The Boston Evening Transcript has passed the fourscore mark set by the psalmist, and conversely as its years increase it grows in size, in vigor and in the hearts of its loyal clientele. It was established in 1830 by Dutton & Wentworth, and its first editor was Lynde M. Walter, who upon his death in 1842 was succeeded by his sister, Miss Cornelia M. Walter. Five years later Epes Sargent, the well known author, became the editor, and in 1853 Daniel Haskell assumed editorial control and continued to direct its columns until his death in 1874. Rev. Thomas B. Fox, who had been the latter's assistant, was the directing force until the next year, when the staff was reorganized, and many whose names are well known to the present generation were borne upon its rolls. The late William A. Hovey became its managing editor; Charles E. Hurd, the literary editor; Edward H. Clement, its musical and dramatic editor; Benjamin F. Priest, its city editor; William A. Ford, its enchange editor; Clarence W. Barron, its financial editor, and Edward E. Edwards, William V. Alexander, Lewis G. Parmer and William O. Robson were added to its reportorial force in that decade. Mr. Hovey

COL. W. R. NELSON.

WM. L. McLEAN.

GEN. CHAS. H. TAYLOR.

Send for a Report on

Your Distribution in Minneapolis

THE Minneapolis Tribune has just completed investigations on the sale of the merchandise that is selling best in Minneapolis in the nine lines of trade specified below.

These reports give statistics on the possible distribution, together with the present distribution of advertising possibilities as reported by the merchants themselves.

They show the probable proportion of goods being bought in this most important market, from you and from your competitor.

The facts will surprise some manufacturers and please others.

Write for your copy of these reports and draw your own conclusions.

DO YOU WANT ONE OF THESE?

Check the report you wish and write to-day.

1—Report on what is sold by the DRUG TRADE.

2—Report on what is sold by the GROCERY TRADE.

3—Report on what is sold by the HARDWARE TRADE.

4—Report on what is sold by the SHOE TRADE.

5—Report on what is sold by the DRY GOODS TRADE.

6—Report on what is sold by the MEN'S CLOTHING TRADE.

7—Report on what is sold by the FURNITURE TRADE.

8—Report on what is sold by the JEWELRY TRADE.

9—Report on what is sold by the CIGAR TRADE.

The Minneapolis Tribune

Eastern Representative
J. C. WILBERDING
Brunswick Bldg., New York City

GERALD PIERCE
Manager of Advertising

Western Representative
C. GEORGE KROGNESS
Marquette Bldg., Chicago, Illinois

Sworn Circulation Statement of The Minneapolis Tribune made to the government.
Daily—104,171. Sunday—148,016.

They Shop in the Tribune Before They Shop in the Store

was succeeded by Mr. Clement in 1881, and following him came Robert Lincoln O'Brien in 1906, who in 1910 gave way to Frank B. Tracy. Henry W. Dutton & Son became the sole proprietors of the Transcript in 1856 and managed the property until their deaths in 1875, William B. Durant acting as treasurer for a period of twenty-eight years, ending with his demise in 1903. The present head of the Transcript corporation is Samuel P. Mandell, and the general manager is his son, George S. Mandell.

The Transcript was originally published at No. 4 Exchange place, and in 1845 the office was removed to 35 Congress street. In 1860 it established itself at No. 92 Washington street, now the site of the Globe building, and remained there for twelve years. Its new building on Washington street, near the corner of Milk street, had been occupied but a few months in 1872 when the great Boston fire swept it away, and it went back to its old quarters at No. 92 Washington street, and later to Court avenue, while its establishment was being rebuilt. The latter was completed in 1874, and has since been occupied by the paper and known as the Transcript Building. Notwithstanding its several changes of location and the disaster of

H. N. KELLOGG.

1872, the Transcript has never suspended publication except on Sundays and holidays.

From the first it has been distinctly a Boston newspaper. While it covers fully the news of the world, it deals at length with every phase of Boston life that appeals to the better elements and holds a unique position not only in Boston newspaperdom but in that of New England.

To enumerate its conspicuous contributors during its career would be to name all the leading writers in art, drama, science, history, economics and a dozen other subjects. It has long been noted for its comprehensive treatment of important events in daily history, and the number of pages issued day by day is gauged by the amount of news matter which it has to present to its readers. As early as 1830 nearly the whole of one issue was devoted to the speech of Daniel Webster, who had been engaged as special prosecutor in the celebrated Knapp murder trial at Salem, in which he made his famous declaration concerning one of the accused that "Suicide is confession." William Lloyd Garrison, who was a poor printer and without the means to fight the cause of anti-slavery, was given the use of the Transcript columns, and all of the prominent writers of the times have sought its pages as a medium for reaching thinking people.

THE BOSTON AMERICAN.

For five or six years prior to 1904, William Randolph Hearst had been making a strong bid for patronage in New England with his New York American and New York Evening Journal, and had obtained so large a following that he determined to enter the field with a paper which should be edited and issued in Boston. The result was the establishment of the Boston American, which was first given to the public on March 21, 1904. The offices were located at 80-82 Summer street, and these are still occupied by the American. The American was at the start of that aggressive style which characterized all of Mr. Hearst's publications. The issues include frequent editions throughout the day and a Sunday edition, the former selling for one cent and the latter for five cents.

The issuing of the first Boston American was an interesting event. The press was started by Hon. John L. Bates, then Governor of the State. As it happened, Governor Bates was necessarily present at a meeting of bank directors in East Boston on the forenoon when the first American was to be printed, and could not be in the press room to touch the

LINCOLN B. PALMER.
Manager of the American Newspaper Publishers' Association.

button that started the press. But this difficulty was easily overcome. A telegraph wire was strung into the room in East Boston, where the bank directors met, and by pressing a telegraph key there Governor Bates started the press that printed the first issue.

The paper was a success from the start. The circulation the first day was more than 100,000, and it has steadily grown since that time until now it reaches four times that figure.

At all times it has taken up the cause of the people, and has gained favor with the masses. Its columns have teemed with arguments in printed word and picture that had for their object the benefit of the people at large. It began this fight by attacking the gas interests and later became the champion of the working people by demanding shorter hours, better sanitary conditions in shops, more safeguards for working men and women and laws that would protect women and children. It also made a fierce attack upon the lobby at the State House and gave earnest support to the successful Democratic candidates, Governors Douglas and Foss. The resources of the American have always been employed to the fullest extent to obtain the news of the world at any cost, and to cover events of special interest to Boston in its own unique manner, it has sent its correspondents into every field, at home and abroad, where events of moment to its Boston readers were transpiring. Its columns contain more pictures than are published in any other newspaper, its aim being to amuse as well as to instruct.

WILMINGTON EVERY EVENING.

Every Evening, although its first issue bears date of September 4, 1871, lays claim, by reason of purchase and absorption, to active connection with the early journalism of the country. For it includes within itself these other newspapers of the city of Wilmington:

The Delaware Gazette, established in 1784; made a daily in May, 1872, and purchased by Every Evening and united with the latter paper December 10, 1883.

The Delaware Journal, established April 24, 1827; the Delaware Statesman, established in 1885 and united with the Delaware Journal the same year; the Journal and Statesman was purchased by and incorporated into Every Evening May 1, 1872.

The Wilmington Commercial was established October 1, 1868, and purchased and absorbed by Every Evening April 2, 1877.

Every Evening was the pioneer of vigorous, aggressive and enterprising journalism in Wilmington. It was the first paper to take a regular telegraphic service or to use the telegraph effectively as one of its news agencies. During its career it has steadily progressed.

A STORY OF THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION.

By Lincoln B. Palmer.

During the years preceding 1886 there were several editorial and telegraphic press associations in existence, but no organization of the business interests of the various newspapers with a natural result that, in consequence of a lack of co-operation, many losses were incurred in the publishing branch of the business. During that year W. H. Brearley, of the Detroit Evening News, in an address before the National Editorial Association at a meeting held in Cincinnati, Feb. 24, 1886, advocated the formation of a publishers' association composed of those newspapers that made public their actual circulation and maintained advertising rates.

But it was not until July of the same year that any definite step was undertaken to bring about a realization of his plan. During that month Mr. Brearley mailed to about 1,500 newspapers in the United States and Canada a printed circular outlining the objects of the proposed association. A meeting was held at the Russell House in Detroit on Nov. 17 of the same year, which was

JOHN NORRIS.

attended by seven publishers, one of whom, Mr. Brearley, held proxies from twenty-four publications.

A committee appointed at that meeting energetically followed up the work with the result that a convention was held at the Powers Hotel, Rochester, N. Y., Feb. 16, 1897, at which the American Newspaper Publishers' Association was organized with a membership of 74.

To-day the membership exceeds 330 and comprises practically every newspaper of importance published in the United States and Canada. During the twenty-six years of its activities it has been a great and consistent factor in the elevation of the business of newspaper publishing. With the co-operation of its membership it has accomplished results of benefit to all, and while it has at all times led rather than followed the advances made in the publishing business it has not departed from, but has strictly maintained, the principles of its founders.

It provides a second clearing house for the business departments of all of its members and protects them in the event of labor difficulties.

It has made a thorough study of the white paper conditions and its department devoted to that work has saved publishers many thousands of dollars.

It supplies its members with accurate and timely credit information and carefully supervises advertising agencies. It has conducted a successful campaign against the vocation of the press agent and yearly saves members thousands of dollars by its exposure of frauds.

The association is a unit that makes possible a concerted action for the uplift of the profession, and along perfectly legal lines its achievements have demonstrated the benefits to be obtained by close co-operation, the absence of which led to its organization.

YOUR SHARE IN MILLIONS OF DOLLARS

Now being spent in San Francisco in preparation for the Panama-Pacific Exposition can be had by advertising in the

San Francisco Examiner

which covers its field more thoroughly than any other one metropolitan newspaper in the United States.

The EXAMINER is the only newspaper in America, exclusively morning or evening, selling at more than 1c. per copy, with more than 100,000 net paid Daily circulation.

The statement to the U. S. Government of April 7, 1913, was as follows:

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., OF

THE SAN FRANCISCO EXAMINER

Published Daily, including Sunday, at San Francisco, Cal.

Required by the Act of August 24, 1912

Name of	Post Office Address
Editor, President, DENT H. ROBERT,	3300 Clay St., San Francisco, Cal.
Secretary and Treasurer, W. F. BOGART,	16 Fifth Ave., San Francisco, Cal.
Managing Editor, C. S. STANTON,	2255 Vallejo St., San Francisco, Cal.
Business Manager, C. S. YOUNG,	2822 Clay St., San Francisco, Cal.
Publisher, EXAMINER PRINTING COMPANY,	San Francisco, Cal.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent. or more of total amount of stock.)

WILLIAM R. HEARST, New York City

Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages or other securities: **NONE.**

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement. (This information is required from daily newspapers only.)

Daily, 103,702 **Sunday, 197,305**

(SIGNED AND SWORN TO) **DENT H. ROBERT, Publisher**

The Daily circulation is now . . . **110,100**

The Sunday circulation is now **212,500**

M. D. HUNTON, 220 Fifth Ave., NEW YORK

W. H. WILSON, Hearst Bldg., CHICAGO

THE JACKSON PATRIOT.

In the summer of 1844 Wilbur F. Storey, a native of Middleburg, Vt., came to Jackson, Mich., from South Bend, Ind., and, in company with his brother-in-law, Reuben S. Cheney, started as a weekly newspaper, the Jackson Patriot, now the oldest surviving newspaper under its original name in the city and county.

Mr. Storey became its editor, and by his incisive and fearless editorial, made the Patriot one of the leading Democratic journals in the State. Mr. Storey went to the ownership and editorship of the Detroit Free Press in February, 1853, and for eight years made it one of the most aggressive and prosperous newspapers in the State bordering on the Great Lakes.

In 1861 he sold the Free Press and went to Chicago and bought the almost defunct Chicago Times, and by his masterful genius for newspaper work made it one of the great journals of his time.

Mr. Storey, who gave the Patriot such a wide reputation throughout Michigan, ranked scarcely below Horace Greeley, James Gordon Bennett, Charles A. Dana, Henry J. Raymond and Joseph Medill.

The first daily newspaper in Jackson was the Patriot, started as such by Storey and Cheney, Jan. 18, 1848, one week after the advent of the then "wonderful, magnetic telegraph," which brought news from all parts of the country. There was energy and enthusiasm in the new project in plenty, but support was lacking, and the daily issue lasted but two weeks. The weekly was continued without a skip to February, 1910, when its list was merged with its daily issue. The Patriot as a daily was permanently established on Aug. 20, 1870.

It has had for its editors several splendid men, of whom there are now living Baxter L. Carleton and Hon. Edward W. Barber. The former retired in 1889, and the latter, Mr. Barber, although nearly eighty-four years old, is actively engaged as a writer on the newspaper and is president of the company publishing it.

Mr. Barber had a thorough training in the school of journalism. Learned to set type, and filled every position on the newspaper. Was Washington correspondent for a number of the great dailies; was reading clerk of the National House of Representatives, and during Grant's administration was made Third Postmaster General. During his administration he gave the country its first registered pouch system of dispatching mail, the postal card and several other innovations of the time. Mr. Barber is still a young old man, and is fully abreast of the times.

In January, 1890, the Patriot, in keeping with its progressive spirit, inaugurated a system of delivery of its daily paper to the farmers of Jackson County. It established four direct routes and one relay route. These routes were laid out to cover the territory north, east, south and west, and the Patriot was delivered by carrier on horseback every day, except Monday, in the early morning hours. These routes antedated the Government's rural routes, and were continued until the rural free delivery system was established in Jackson County. One of the Patriot's routes was chosen as the first to secure rural free delivery from the government in Michigan. This novel system of newspaper delivery attracted wide attention to the Patriot from newspaper and advertising men of twenty years ago, and is simply mentioned here to show the progressiveness of one daily country paper of that time.

The Patriot to-day is just as widely known for its clean journalism and progressiveness as at any period in its history. E. W. Barber, president of the Patriot company, has been connected with its destinies since 1882; James Frank, its secretary and managing editor, since 1884, and Milo W. Whittaker, as manager and treasurer, since 1889.

THE DES MOINES CAPITAL.

The Des Moines Daily Capital was established in 1882, the founders being W. H. Fleming, B. F. Arnold and W. H. Llewellyn, afterward Governor of Kansas.

The paper has had several owners since it was established. One of its first editors was Hon. J. R. Sage, who for many years has been the State and Federal crop reporter at Des Moines, and whose reports have been noted for their reliability. Mr. Sage made the Capital brilliant in its editorial department.

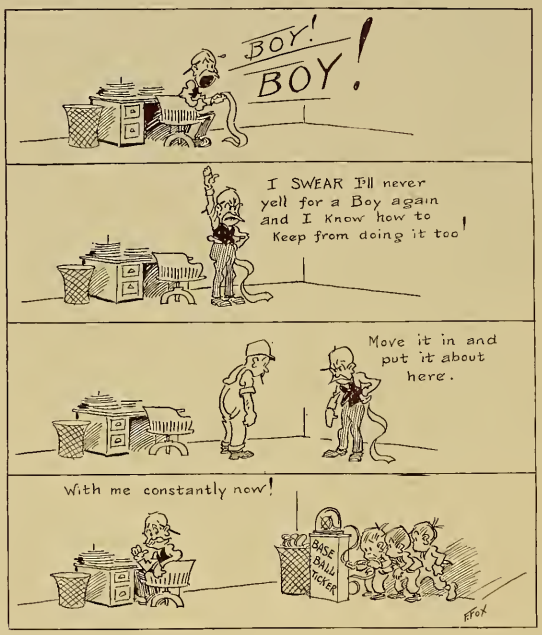
The early owners were succeeded by W. C. Kegel, and he in turn by D. H. Hooker, who became both editor and proprietor. He made a clean paper of the Capital, publishing no news of sporting events, fighting or racing. The paper under his management reached a substantial basis, but the circulation was not large.

Hon. Lafayette Young bought the Capital from Mr. Hooker in March, 1890, taking possession and issuing his first paper the 31st of March that year.

Mr. Young had been an important figure in Iowa political affairs for the preceding twenty years, and he has continued his political activities during the sixteen years he has conducted the Capital. He was the first native Iowan to be a member of the State Legislature, and was a member of the State Senate for a period of twelve years. He has not, however, held any other political office, except that he has been a delegate to State and National conventions of the Republican party, and in the Republican National Convention in 1900 he placed in nomination Theodore Roosevelt for Vice-President of the United States. Mr. Young had expected to nominate Senator Dolliver, of Iowa, for Vice-President, but his name was withdrawn and Mark Hanna, then the Republican National leader, requested the Iowan to nominate Mr. Roosevelt. Mr. Young also assisted in conducting the fight for the present tariff laws, and has been known as the leader of the "stand-pat" faction in Iowa politics. In 1906 Mr. Young visited the Philippines, China and Japan with Secretary of War Taft, continuing on around the world. He is a public speaker of national prominence, and has spoken on many important occasions all over the United States. With such a forceful personality back of the Capital it was to be expected that the paper would soon become a great factor in the public affairs of Iowa.

At the time of Mr. Young's purchase of the Capital there were four daily papers in Des Moines, two morning and two evening. Some years later the number was reduced to three by a consolidation of the morning papers, thus leaving Des Moines with one morning and two evening publications covering the field with complete telegraphic reports and extensive local service.

The Capital under Mr. Young's ownership made steady progress from the start. About three years ago its printing establishment was removed to the Masonic Temple, in the heart of the business district of the city, where a Hoe quadruple two-color press was installed and the foundation laid for another of the same kind.



Being a provincial newspaper, the Capital has a large country circulation, and the difficulty of getting country subscribers to pay in advance was solved ten years ago by the inauguration of a "bargain day" in the subscription department. On the 28th of December, 1896, it was announced that all subscribers who remitted two dollars on that day could secure the paper one year. This "bargain day" has grown in popularity during the ten years that it has been in operation, and thus the Capital starts out at the beginning of each new year with a large mail circulation, all practically paid in advance.

The Capital has exceptional distributing facilities. Des Moines enjoys a splendid railroad and mail service, and as the mails depart universally in the evening it is possible for an evening newspaper to have the widest circulation. The Capital can be mailed at Des Moines at 4 o'clock on any afternoon and before 4 o'clock the next day reach any post office in the State. The Capital goes out every afternoon with all the market reports of the day, and the next morning goes into thousands of mail bags on the rural routes. A majority of farmers who take a daily newspaper take it for the market reports. The report that is in an evening paper to-day is in the morning paper to-morrow; hence, in the distribution of reports in a farming State like Iowa the Capital has an unqualified advantage.

The readers of the Capital are of an intelligent and prosperous class. Its subscribers renew from year to year because they like the paper; they believe in it; they rely upon the truthfulness of what they see in its columns. It is a prominent factor in all public movements, and has played an important part in promoting the growth of its State and city.

Lafayette Young, Jr., a son of the proprietor, has been business manager of the Capital since 1901. He is at present twenty-nine years of age, is a graduate of the University of Michigan, with the degree of Bachelor of Philosophy, and a graduate of the law department of the University of Iowa, with the degree of LL.B.

THE DETROIT FREE PRESS.

The Detroit Free Press was seventy-six years old on the fifth day of May, 1907, the first number of it having been issued May 5, 1831. Its history might with some show of propriety be said to have begun with the Detroit Gazette in 1817, for it was conducted by the same man who had been the publisher of the Gazette at the time of its suspension. Joseph Campau, a wealthy merchant of the old French regime, and his son-in-law, Gen. John R. Williams, formed a partnership styled Joseph Campau & Co., and bought out the Oakland County Chronicle, which had been published for eight months at Pontiac, twenty-five miles north of Detroit, by Thomas Simpson. In April, 1831, the Chronicle material was removed to Detroit by team. Sheldon McKnight was installed as editor and publisher, and liberal terms were made for his eventual proprietorship.

That was how the Detroit Free Press began life as a Democratic newspaper. It held steadily to that political faith during a continuous period of sixty-five years—until 1896. If ever a public act was determined by the spirit of true patriotism, that act was the severing by the Detroit Free Press of its ancient moorings. The responsibility was William E. Quinby's. The honors that should accompany it are also his.

Edward D. Stair and Philip H. McMillan are his successors in the property and editorial control of The Free Press.

From 1831 to 1835 The Detroit Free Press was a weekly publication. The first number of the daily edition was issued on the 28th of September, 1835. The salutatory of editor Sheldon McKnight was brief, simple, direct and unrhetorical. Its opening paragraph—one of only four—was in these words: "We this day commence the publication of a daily newspaper, and send forth our first number, respectfully inviting the encouraging aid and sustaining patronage of the public."

Mr. McKnight continued in the editorship of the paper until February 1, 1836, when he sold his interest to L. L. Morse (who had been editor of the Ontario Messenger, at Canandaigua, N. Y.), and John S. Bagg. In July, 1836, Mr. Bagg became sole proprietor, and he continued in control several years. On January 4, 1837, the office fell prey to fire. The severity of the loss will be understood when it is said that it was impossible to transport a new plant from the east because navigation was closed and there was no other means of freighting heavy material. February 27, 1837, marked the reappearance of The Free Press under

(*Continued on page 74.*)

AD CLUB NEWS.

At the weekly meeting of the Utica (N. Y.) Ad Club the members indulged in a general discussion of ways and means to increase the usefulness of the organization. It was the general expression that it would be well for the club to do more work in the way of assisting and advising local advertisers. One of the visitors at the meeting, Walter Manning, of McClure's Magazine, related some observations concerning the work of the Rochester Ad Club, and made comments on advertising subjects that were received with much interest.

I. J. Cassett, advertising manager for M. Rich & Bro. Co., was the chief speaker at the session of the Atlanta (Ga.) Ad Men's Club. He delivered a strong and concise speech on "Retail Advertising," showing how it may be made to serve its purpose efficiently and effectively. He urged the exercise of truthfulness in advertising and illustrated how a business may be made to profit by that policy. After he concluded his remarks the members took part in a discussion of various points which he brought out.

In line with its campaign to "build up commerce by driving the pirates from the high seas of publicity," the New Orleans Ad Club at its weekly meeting revealed numerous advertising "fakes" through pictures thrown on a screen. The lecture was was written by Karl E. Murchy, of Detroit, and read by E. E. Edwards. Some rich examples of fraudulent ads were displayed. Mr. Edwards told of the vital importance of honesty in advertising, and showed that bad or dishonest ads crippled the influence of good ads.

The Denver Advertising Club started on its fourth year last week by the re-election of John L. Hunter as president. John F. Reardon was re-elected first vice-president; O. J. Baum, second vice-president, and J. Craig Davidson was chosen as secretary. The following directors were elected to serve for the ensuing year: R. A. Brush, Thomas Macdonald, F. G. Potter, A. J. Beckwith, R. A. Turner, J. H. Carson and F. I. Carruthers.

Famous Women of History.

The Willis J. Abbot Co., of New York, has published the Abbot articles on "Famous Women of History," which have had wide publicity throughout the country during the past five months, in book form for circulation promotion. The volume, handsomely bound in cloth, illustrated, contains 448 pages and should be a big coupon seller.

The New Advertising Building.

The drawings of the new $2,800,000 building to be erected for the use of the advertising men of New York by the Pennsylvania Railroad Co., at Thirty-third street and Seventh avenue, were placed on exhibition at the National Printing, Publishing, Advertising and Allied Trades Show at the Grand Central Palace this week. Later the pictures will be held at the headquarters of the Eastern Division of the A. A. C. of A., at 200 Fifth avenue, as a permanent exhibit.

The New Orleans Item

U. S. P. O. REPORT

Six Months' Average Circulation.

Picayune	19,882
Times-Democrat	22,400
States	29,257
Item	44,752

THE JOHN BUDD COMPANY,
Advertising Representatives
New York Chicago St. Louis

THE PITTSBURG PRESS

Has the **Largest**

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

To General Advertisers and Agents

When you have tried all other mediums—Suppose you try The New Age Magazine,—The National Masonic Monthly.

It is read and patronized by people of character, influence and financial ability to buy—and naturally they give preference to those who patronize the advertising pages of their magazine.

Maybe your copy would pull better if you used this magazine.

Rate 30c. per line—$50 per page.

THE NEW AGE MAGAZINE
1 Madison Avenue New York City

TAKE IT TO
POWERS
OPEN 24 HOURS OUT OF 24
THE FASTEST ENGRAVERS ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 6866-6 Beekman

KNOWN CIRCULATION

Advertising and Super-Advertising

This suggests Shaw and others who wrote about a superman—miles ahead of the average man. Here is a simile from Adland.

Memphis, Tenn., is a shopping centre for almost half a million people; a jobbing centre and a shipping bull's-eye for 17 railroads and 175 Mississippi steamers. She has 125 acres of warehouse space for cotton alone. Her weekly bank clearings exceed over seven million dollars. Surely a Super-City!

The newspaper situation there is dominated absolutely by the

Memphis Commercial Appeal

It is one of the few newspapers known and quoted all over the country. It has the Associated Press, the Hearst and the Herald news service—more than any metropolitan paper claims.

The MEMPHIS COMMERCIAL APPEAL is read by 95% of the local newspaper readers. 97% of this circulation is carried-right-into-the-homes.

For January to April 1st, 1913, the circulation averaged 56,512 daily and 89,048 Sunday.

The Advertising lead of the COMMERCIAL APPEAL is just as overwhelming, with a gain of 376,138 lines in 1912, and a total of 8,983,618 lines; leading in foreign, local and classified business.

Surely a Super-Paper with which you can cover a Super-City! Here is your opportunity for super-advertising with super-results.

The WEEKLY COMMERCIAL APPEAL is the foremost farm paper of the Mississippi valley. Circulation, 98,406 copies. Let us show you the distribution by States.

THE MEMPHIS COMMERCIAL APPEAL.

THE JOHN BUDD COMPANY
Advertising Representatives,
Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.
At your service, any time, anywhere.

KNOWN CIRCULATION

Hats, Millinery—and Newspapers

As a head covering, millinery is not a success. It is beautiful sometimes, most always expensive and expansive. It reaches out into empty space, sideways and upward instead of just covering her coiffure.

The hat is more efficient. It covers the head. It serves no other purpose. It is economical in cost.

This parallel also exists between newspapers. Some belong in the millinery class. But the

Syracuse Journal

is a "hat" newspaper. It covers the field economically, efficiently.

The SYRACUSE JOURNAL has a larger City Circulation than any other local paper—over 30,000.

The SYRACUSE JOURNAL also has a larger local circulation in Oswego with 23,368 people, and Fulton, with 10,480 people, than all other papers combined.

The total circulation of the SYRACUSE JOURNAL for the last six months of 1912 averaged 32,743 copies.

All this is in what war correspondents would call "striking distance" of the local stores.

The out-of-town readers of the SYRACUSE JOURNAL are not hidden along the by-ways, where the R. F. D. carrier once a day forms the only disturbance in the landscape.

Let us tell you more about the difference between hat-newspapers and millinery-newspapers, also about the Syracuse situation.

THE SYRACUSE JOURNAL

THE JOHN BUDD COMPANY
Advertising Representatives
Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.
At your service, any time, anywhere.

KNOWN CIRCULATION

Advertising { **Local National** *vs.* **National Local**

To reach 25% of the homes in any town is impossible through general publications. But there's hardly a newspaper that doesn't reach more in its local field.

To reach less isn't a campaign, but a skirmish. It brings no decisive victory. Skimming a territory is worse than skipping it—also more expensive.

Thoroughness of circulation is possible only through

Newspapers

They are the only mediums that can carry your whole story where you want it, when you want it, as often and as quickly as you want it.

Newspapers permit perfect dovetailing between sales and advertising departments.

Your newspaper advertising reaches not only the consumer, but also the dealer—and in his favorite medium.

National Advertising through newspapers excels all other methods in economy.

For example, $4,000 buys 10 million newspaper circulation for a 200 line one time ad. The same buy in so-called National Mediums costs $10,000.

Newspaper advertising is free from the *"duplication"* bugaboo.

Newspaper advertising reaches *all* the adults of the family.

We represent good newspapers in a score of the leading cities of the land, and it is our business to supply those interested with every kind of information obtainable about each of those papers and the field it occupies.

THE JOHN BUDD COMPANY
Advertising Representatives,
Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.
At your service, any time, anywhere.

The Engineer and the Newspaper.

By HENRY A. WISE WOOD.

I have never understood why there should be conflict between the idealist and the materialist. It has always seemed to me that both are necessary to the progressive life which modern civilization demands, and that in the evolution of social development one supplements the other. The idealist deals with form, and the materialist with substance. The former conceives new shapes into which old things should be put, and eventually, though perhaps grudgingly, the materialist accepts the version of the idealist, and reshapes the substance of things to conform with it.

It has seemed to me, as I have said, that there should be no conflict between the two, that they should work not only together, but that each forepushing individual should strive to combine in himself the spirits of the idealist and the materialist, that he may create new and useful forms and embody them in living substance. It is upon the work of such men that our industrial life of the present day rests. Had they not lived in the past we should now be without the vast enginery that enables what many believe to be an over-peopled world to thrive robustly, to live in comfort, and to enjoy varieties of happiness never before known.

The man who first conceived a wheel and made it, the man who first thought of a sail and spread it, and the man who first beheld power in rushing water and thrust a wheel into its torrent, were idealists and materialists both. So also was the man who first substituted other power for human energy, as well as he who induced mechanism to replace human effort and skill in the production of useful things. Out of the work of these men, and of others innumerable, has come the vast enginery of our present state; an enginery without which life, as we know it, would be inconceivable. Did we suddenly lose our knowledge of the various sources of power which we employ, and of the transmission of that power, and the science of automaticity by means of which we are enabled to set it to work, such a cataclysm would occur as is nowhere recorded in history.

While even among primitive ancient peoples simple implements were made and used, such as the axe, the hammer, and the saw, the fire stick, the drill, and the bow, and later there developed more complex devices, it cannot be said that there ever existed until modern times, even in rudimentary form, the science of mechanical engineering. True, in Egypt and China ancient stone structures are to be found which could not have been reared without the aid of mechanical contrivances for lifting heavy weights, and from medieval times there have come down to us many devices of great ingenuity; still it was not until the eighteenth century, in Europe, that there appeared a class of engineers who were devoted to civil rather than military projects. The science of industrial engineering may be said then to have begun.

By the nineteenth century engineering had become civilian profession, and early in that century the Institute of Civil Engineers was founded, at London, for the purpose of promoting "the art of directing the great sources of power in nature for the use and convenience of man." Later, specialization set in, and a class of mechanical engineers sprang into existence; and it is with the work of these men that we are principally concerned.

Water and wind, at this time, furnished the only motive power easily available to man—power that had literally to be used on the spot. But with the advent of the steam engine the opportunity of the engineer arrived, and taking advantage of this simple contrivance he soon created a new order of being—the automatic machine—which has since become man's greatest servitor. The lever, the screw, and the toothed wheel, the turning axle, the cam, the spring, and the toggle had come out of the immemorial past; nevertheless, they were but miserable contrivances until the nineteenth century arrived, when they were conjured into co-operative relationship by the engineer, and touched into life by steam. Then, and not until then, may it be said that our age—the age of automaticity—began.

With the discovery that various mechanical elements could be combined in such a way that intricate manual operations could be imitated, the science of engineering soon spread among various crafts. And no one of these was so important as that of printing. When the first engineer of the new era looked into this art he found that it lay bound by great natural and governmental restrictions. It was practised with the crudest of devices—a wooden press, worked by hand, the sheet being laid on and off in the same fashion, and its type daubed by a boy with ink balls. If it be said that the education of the time had demanded nothing better, I must reply that human intellects were as hungry then as now, but that owing to its high cost, print—the food of thought—was beyond the reach of the people.

HENRY A. WISE WOOD.

Paper was first made in the second century, the printing of simple texts occurred in the sixth, and printed books appeared in the tenth, while in the eleventh century movable types, made of clay, were employed, and the seventeenth saw printing done in various colors—I am here giving the history of the art in China. As the fruit of all these centuries of Oriental progress, and of those which had transpired in Europe, the nineteenth century opened with a screw press, worked by hand at the rate of 200 impressions an hour, as the expression of man's greatest skill in the achievement of mechanical printing!

Then entered the mechanical engineer, the idealist and materialist, who gathered together the elements of his new art, and, breathing into them the life of his but recently discovered artificial motive power, achieved the power-driven automatically operated printing press, which, of all his contrivances, has since become the one upon which the happiness of the race most surely depends.

From the iron hand-press of the early nineteenth century, used by the London Times until 1814, step rapidly followed step until automatic printing had been achieved. Koenig, in 1810, substituted the sheet-carrying cylinder for the platen; while Applegath and Cowper set their type-bearing printing cylinder to work upon the London Times in 1827. Thus, during the first quarter of the new century, the speed of printing arose from 200 impressions an hour to 5,000. By 1848 the rate of production had grown to 10,000 impressions an hour, and by 1857, through the work of Hoe, to 20,000. In the '60s came the Bullock, and later the Walter press—prototypes of the newspaper rotary perfecting press of to-day. Then, for the first time, printing cylinders were clothed with curved cast printing plates; and an endless sheet of paper was first utilized in the work of printing a newspaper continuously, and this was effected upon both its sides at a single operation. In 1870 an automatic folder was attached to a press, when it may be said that the newspaper-making machine of the present day had arrived. In seventy years, therefore, more had been accomplished in solving the problems of printing by mechanical means than in the foregoing thirteen centuries.

This tremendous acceleration of progress, I submit, was not due primarily to the thirst of the time for information, and its ability to acquire it through the medium of type. It was due principally to the achievements of those who, having grasped the secrets of mechanism, possessed the genius to foresee beneficial ways in which they could be applied to the art of printing, and the ability to create practical structures for carrying them into effect.

Other engineers than those directly engaged in developing the printing machine made contributions which were no less vital to the newspaper printers' art. Robert, in France, in 1798, invented the first machine for making paper, which later was developed by Foudrinier in England. Had it not been for the work of these men, who provided means for making paper in continuous lengths, the newspaper printing machine could not have passed from the hand-fed to the roll-fed state. And had it not been for the discoveries of Dellagana, and others, the art of stereotyping would not have come to the assistance of the printer. If the paper web brought to his machine a higher velocity and a smaller operating cost, the stereotyped plate enabled him to multiply his printing machines indefinitely until he should have enough to meet the demands of his readers, however great. The discovery of stereotyping, upon which the success of the modern newspaper depends, freed the printer at a single step from the thraldom of the type page, which theretofore had denied him a rate of production greater than could be obtained from a single form of type.

Other engineers had brought to perfection the mechanical elements which composed the anatomy of the press; while others still had created tools which assured their economical manufacture. Metallurgists, too, had been at work, as well as the makers of pigments. So, it may be said the newspaper-making machine of 1870 was the child of many men, working in various branches of physical science, each of whom had contributed something of which he himself was the master.

In the early '80s America took over from Europe the work of carrying forward the evolution of the printing press, and its related devices. Here the collecting cylinder, which gathers together the circumferential product of the printing press, was discovered by Tucker, who also invented, coincidentally with Campbell, the rotary folder, by means of which great speed in folding sheets transversely is possible; and here the stationary longitudinal folder was adapted to the newspaper press by Crowell, who also contributed to it the rotary delivery, devices essential to the celerity of newspaper printing. Here, also, the sheet-turning bar, which had been invented in England, was first used to associate the two parts of a split web; while the genius of Tucker and Crowell flowered finally in the construction of the composite printing machine, by means of which several streams of paper may be simultaneously worked up into printed products having pages variable in number at will. Thus, in but little more than eighty years, the capacity of the printing press had passed from 200 flat sheets an hour, printed upon but one side, to 24,000 sixteen-paged folded newspapers, which could be sold at a cent apiece.

Simultaneously with automatic printing had come into being the electric telegraph and the telephone; while means of transportation, afloat and ashore, had passed under the dominion of steam. These agencies, and the post, placed the newspaper in possession of channels of information and transportation such as it had never known. With aids such as these, with the highly developed mechanisms of printing then at

AN AUDIT THAT IS DIFFERENT AND HOW IT IS DIFFERENT

The circulation audit of the Annual and Directory is distinctive. To have it adds to the standing of any publication.

When the buyer of newspaper advertising space sees that a publisher has had his circulation certified to by the American Newspaper Annual and Directory, his mind is assured as to the quality of what he is buying.

In the book which he is consulting the buyer has access to an actual reproduction of the audit certificate given such a publisher.

The space buyer knows that the period reported on is nine months—a term sufficiently long to cover the lean and fat of a year, and therefore of far more significance than an audit for briefer periods selected in order to "put the best foot forward."

He knows also that all the audits in the Annual and Directory are based on a period of nine months, which uniformity gives him a far better chance to compare one circulation with another and to reach a fair result.

He knows, too, that the standards by which audit results are reached are exacting as well as uniform; that they are all based on the following definition of circulation:

CIRCULATION. **The average number of complete copies of all regular issues for a given period, exclusive of left over, unsold, returned, file, sample, exchange or advertiser's copy.**

The space buyer knows that the publisher pays for this audit—it is not something that has been given him, and this outlay is rightly regarded as evidence of the publisher's desire, not mere willingness, to tell exactly what he has and to verify the telling by the work and word of others who are especially qualified to act in that capacity.

Another distinctive feature of this audit is the valuable automatic publicity which it supplies. So far this year more than 150 different advertising agents have purchased the book in which these audits appear; their purpose, of course, being to get information which the book provides. Last year more than 1,000 others, aside from agents and from publishers, bought this same book for this same purpose.

It will be seen that the actual results of the American Newspaper Annual and Directory audit are carried to the men who buy the newspaper and magazine advertising space of the country; while the fact that a publication has had such an exacting audit gives it a standing which no other action of a similar character can bestow.

For other particulars consult the

American Newspaper Annual and Directory

N. W. AYER & SON, Publishers
PHILADELPHIA

The following publications had their circulations audited for the 1913 edition of the Annual and Directory:

Akron Beacon Journal
Albany Knickerbocker Press
Boston American
Canton, Today's Magazine
Chicago, Boyce's Weeklies
" Woman's World
Denver Rocky Mountain News
Hartford Times
Houston Post
Kansas City Star
" " Packer
Los Angeles Examiner
Memphis Commercial Appeal
" News Scimitar
Mobile Register
Montreal Family Herald and Weekly Star
" Star
New Orleans Times-Democrat
New York, Associated Sunday Magazines
" " Globe and Commercial Advertiser
New York, Leslie's Illustrated Weekly
" " Life
" " People's Home Journal
Oakland Tribune
Philadelphia Bulletin
" Record
Portland Oregonian
" Telegram
St. Paul Dispatch-Pioneer Press
St. Paul, Farmer's Dispatch
Salt Lake City Herald-Republican
San Antonio Express
" " Light
Seattle Times
Tacoma Ledger
" News
Toledo Blade
Vancouver Province
Washington Star

its command, and the low cost of paper, which resulted from the introduction of wood fiber, journalism began the tremendous stride forward which has been one of the most remarkable social and industrial developments of the past quarter century.

Thereafter, as contributary devices of inestimable value, there came Mergenthaler's linotype, and the autoplate. With the arrival of the linotype the slow

HILTON U. BROWN.
The Indianapolis News.

work of setting type by hand gave way to its five-fold more rapid composition by the aid of a machine. By its reduction of the time and cost incident to typesetting this device enabled the printer correspondingly to increase the bulk of his newspaper, and immeasurably facilitated the handling of news and advertisements. The autoplate transformed the process of making stereotyped printing plates from one that was slow and laboriously performed by hand to another which was automatically carried out with great celerity. The one invention increased the productivity of the compositor five-fold; the other multiplied that of the resulting type page four-fold. With the introduction of the autoplate, in 1900, the century closed.

At its opening the nineteenth century boasted hand-made type, set by hand, and a wooden screw press capable of printing 200 "sides" an hour, as the highest expression of the mechanical genius of the time. At its close it possessed huge establishments accustomed to turn out daily issues of many-paged newspapers, well up in the hundreds of thousands of copies, their processes of manufacture performed by machines of incredible swiftness and accuracy. There is nowhere to be found in the annals of engineering a more glorious chapter than that which records the gifts of incalculable value made to the printer during these hundred years.

The first decade of the twentieth century made no substantial contribution to newspaper engineering. Its progress chiefly affected the improvement of existing devices and methods. Perhaps its most important achievement was the introduction of the monotype type-making and setting machine to the newspaper printery, which enabled the printer to abandon founder's type and hand setting in the composition of headings and complicated matter to which the linotype was not then adapted.

The second decade, however, through which we are now passing, has opened more auspiciously. Its first achievement is the invention of a stereotyper's dry flong, to be used in making matrices of type forms, which may be molded in its dry state without subjecting the type to heat, and used instantly thereafter for casting. This discovery still further reduces the time intervening between the receipt of news and its publication. It simplifies the process of plate making, and aids the general movement towards improved typography which has become the fashion among newspapers.

Thus, with the introduction of the "dry matrix," history ends, and we turn from the past to the future, asking ourselves what it holds. Are there still revolutionary changes ahead? If so, in which department of the newspaper are they first likely to occur? Or, have we reached a point at which we may consider the prevailing kinds of apparatus to be permanent? To these questions no certain answers can be made; we may say only that in typesetting we shall never, probably, revert to the practise of handling individual characters; that, probably, the printing plate will continue to link the work of the compositor with that of the pressman; and that, probably, in the future, as in the past, the latter will use roll-paper and ink. Further, no thoughtful observer dare go.

Taking a nearer view we may confidently say this, however: That the composing room and foundry, in which the most recent engineering developments have occurred, are, scientifically speaking, far in advance of the pressroom. That the latter represents the science of

CHARLES H. TAYLOR, JR.
The Boston Globe.

engineering as it was practised over a quarter of a century ago, and that, as the point of greatest pressure is now being felt in the pressroom, the need for reconstruction urgently lies there. So much, at least, is clearly apparent, and even were I not familiar with facts that warrant me in saying a pronounced advance in the newspaper printing machine is about to occur, I should nevertheless unhesitatingly prophesy that the next forward step in engineering progress may be expected to occur in the printing room.

MISSOURI PRESS CONFERENCE.

Publishers to Discuss Many Topics at University Meeting, May 14.

A conference of publishers of the near-city daily newspapers of Missouri will be held May 14 during journalism week at the University of Missouri, Co-

AMON G. CARTER.
The Fort Worth Star-Telegram.

lumbia, to discuss topics of interest to publishers of that State.

Some of the subjects include the development of home advertising; plans for bringing more foreign advertising; circulation methods and problems; how to get a just advertising rate; how to combat the press agent and the charity advertising evil.

PRESS ASSOCIATIONS.

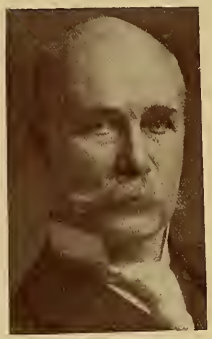
The quarterly meeting of the Maine Publishers' Association was held at Riverton recently. The Associated Press service and other matters of interest to the assembled newspaper men were discussed. Those present were: Edward B. Lyman, Warren C. Jefferds, Oscar R. Wish, president of the association; William H. Dow, secretary; L. B. Costello, of Lewiston, treasurer; M. R. Harrigan, Walter B. Reid, W. A. Pidgin, Col. Charles H. Prescott, E. K. Morrell, Frank B. Nichols, Frank S. Morton, of Portland; Edward B. Lyman, New England correspondent of the Associated Press, and Warren C. Jefferds, the Maine correspondent.

A movement is under way to reorganize the Bridgeport (Conn.) Press Club and another movement has been reported towards the institution of a branch of the News Writers' Union in that city.

The California State Editorial Association will meet in annual session at

J. R. YOUATT.
The Associated Press.

San Diego for four days, beginning May 3. Every minute of the stay of the editors, except that devoted to business sessions, will be enlivened by entertainments, in which the united forces of San



HERBERT L. BRIDGMAN.
The Brooklyn Standard-Union.

Diego will have a part. There will be auto rides for the editors, visiting Point Loma, the old missions, the Mexican border and the beaches, under the direction of the Chamber of Commerce. A big booster banquet will be given, probably followed by a dance. There will also be visits to the grounds of the Panama-Exposition. Several hundred newspaper men and women are expected to be in the party of writers and publishers, headed by Friend W. Richardson, president of the association.

At a meeting of the Pittsburgh Publicity Association last week the Vigilance Committee announced that they would get busy and formulate plans for action against fraudulent advertisers and would be in readiness soon to proceed against anyone violating the law just passed.

ROBERT WICKHAM NELSON.

President of the American Type Founders Company.

R. W. Nelson commenced publishing in 1877, in Braidwood, Ill., where he owned a small weekly. Later on, with Messrs. Ferris and Hall, he established the Joliet News. While in Joliet he decided to enter the "patent inside" field in Chicago, and from this enterprise the American Press Association was developed by Nelson, Smith & Cummings. In the American Press Association Mr. Nelson, after organizing the first headquarters plant in Chicago, during which time he invented and patented the base used to hold the A. P. A. plates, assumed the position of field manager and personally started the branches in Boston, Buffalo, Cincinnati, St. Louis, St. Paul, Des Moines (afterwards moved to Omaha) and Atlanta. He superintended the erection and development of the New York plant when headquarters were established in that city. During this period, when the foundations of a great publishing success were laid, he made the acquaintance of hundreds of publishers. In 1894 Mr. Nelson became a director of the American Type Founders Co., when its affairs were in a precarious condition. At the solicitation of friends whose means

R. W. NELSON.
American Type Founders Co.

were embarked in that company, he accepted the position of general manager, and finally became president, after putting the company on a dividend paying basis. The American Type Founders Co. is a highly efficient and enterprising manufacturing and merchandising organization—a model commercial and artistic institution. As it stands it is the creation of its president, who continues to actively determine its policy and supervise its larger activities.

Robert W. Nelson was born in Granville, Washington County, N. Y., in 1851. He resides on an extensive farm near Westfield, N. J. His hobby is to lead the fashions in type and do a little farming on the side.

"SNOODLES"

is a precocious baby boy—just full of Old Nick—the creation of Hungerford, who has a lively sense of humor. You'll like Snoodles. It's clean, wholesome fun—which accounts perhaps for the big demand for this seven-column comic feature in mats.

World Color Printing Co.
ST. LOUIS, MO.
Established 1900 R. S. GRABLE, Mgr.

It Leads Them All in Western New York

THE BUFFALO TIMES

NORMAN E. MACK, Publisher.

THE story of a newspaper, at least the story of an American newspaper, is very apt to be the chronology of some one man's life work. Its ups and downs, its periods of depression and its flashes of great accomplishment, its persistent and quiet days of steady plodding forward to better methods and to firmer foundation, all frequently are part of the career of the founder and proprietor. It is in this way that The Buffalo TIMES, evening and Sunday, is linked with the personal history of its proprietor, Norman E. Mack, Democratic National committeeman of New York State and now the publisher of the National Monthly and a number of other publications besides his newspapers.

BUFFALO EVENING TIMES 5 O'clock

HANDCUFFED!

City of Buffalo at a Standstill While Both Sides in Big Street Car Strike Stand Firm.

STATE WILL START PROBE TOMORROW

NATIONAL GUARD TROOPS SCATTERING CROWDS IN VICINITY OF THE COLD SPRING CARBARNS

STILWELL AIDE GOES BACK ON HIS TESTIMONY

NORMAN E. MACK

As a young man who had been trained in the advertising business and who early had his first experience as a newspaper publisher in Jamestown, N. Y., Mr. Mack located in Buffalo and The Buffalo Sunday TIMES was born. Its first issue was September 7, 1879. The Sunday TIMES was not ushered into the world with any silver spoon in its mouth, but it was blessed with a sound constitution and an abundance of vigor and from the first it thrived.

Four years later The Buffalo Sunday TIMES branched out and September 13, 1883, the daily joined in its career. For a short period the daily was a morning paper. December 2, 1886, it was changed to a penny afternoon paper. It has remained such since.

In policy THE TIMES started as an independent newspaper politically. It always has been independent in its views but since the Cleveland campaign of 1884 it has been consistently Democratic in its politics.

There is a saying that nothing succeeds like success. Maybe that is because success is a certain guaranty of efficiency. A newspaper's business is to give the news, and success in that attracts to its revenues through advertising. The success of THE TIMES is attested not only by its large circulation of over 65,000 Evening and Sunday, but by its advertising columns. For several years past THE TIMES has printed more display advertising each year than any other seven-day newspaper in Buffalo. THE TIMES' record last year was 317,576 agate lines more than its nearest competitor, the Buffalo News. The efficiency of THE TIMES' columns are proved by this and by the constant gain made in advertising. It published 327,446 lines more in 1912 than the previous year and thus far 1913 has shown gains over 1912.

In the past three years, especially, THE TIMES has had a phenomenal growth. It has forged to the front at a greater rate, grew more than any other newspaper in Buffalo ever did in 10 years. It still is growing. And a thing that nobody in the establishment is allowed to forget is that it must keep right on growing—and it will.

the auspices of Bagg, Barns & Co. On June 22 the firm name was changed to Harmon, Brodhead & Co., with Thornton F. Brodhead as editor. April 1, 1851, there came another change of owners, when Jacob Barns, S. M. Johnson and T. F. Brodhead formed the partnership of Barns, Brodhead & Co. The paper was now for the first time printed by steam-propelled machinery. On April 7, 1852, the firm consisted of

WM. BERRI.

Mr. Barns and Mr. Johnson, with the latter as editor.

The purchase of the property by Wilbur F. Storey was an important, even revolutionary event in the history of The Free Press. The Storey management was distinguished from that of all his predecessors chiefly by a bold, often bitter, editorial style. In June, 1861, Mr. Storey, with his mind full of his dream of a great Chicago newspaper, which he afterwards realized in the long prosperous Times, sold The Free Press to Henry N. Walker. In 1863 William E. Quinby, who had begun work on the paper three years before as court reporter, purchased a quarter interest.

JAMES M. THOMPSON.

Thus the proprietors then were H. N. Walker, C. H. Taylor, Jacob Barns and Mr. Quinby. The last named had risen to the responsible office of managing editor.

The Free Press is now a leader in American journalism and one of the most valuable newspaper properties in the Middle West.

DETROIT SATURDAY NIGHT.

Occasionally there is something new in newspaperdom. One of the new things of the last decade is the revelation of the possibilities of weekly journalism in cities, as exemplified by the history of the Detroit Saturday Night. There is nothing like it in the United States.

That paper came into being primarily because W. R. Orr, for many years advertising manager of the Detroit News, decided at the sprightly age of forty-five that he wanted to own something while he was on earth this time; and he couldn't see his way to do that, through a salary, no matter how satisfactory. It was also part of Orr's ambition to establish a publication that he could be proud of in every column. He believed that, in spite of the large circulation of the Sunday papers, a five-cent weekly that would appeal to the most intelligent class of readers, that would follow a policy entirely independent of all parties and interests, and that would keep out of its advertising columns the horde of fakers engaged in the sale of patent medicines, bad mining stock and other goods of the same sort, could live and prosper. He broached the subject to H. M. Nimmo, a young man then engaged in writing politics and editorials for the Detroit News, and obsessed with the idea that anything of an editorial nature is possible in this world, granted only complete freedom of thought and action. That was the kind of a huckleberry Orr was looking for. So together they took the chance.

Part of the history of this experiment in American journalism has to do with high finance—or rather low finance—for low finance almost crushed it before the bottle stage was passed. March 2, 1907, was the fateful day set aside for the appearance of the first edition. March 2, 1907, the panic began. Half the stock that had been subscribed by a first friend of the experimenters was never taken, the first friend being very fortunate to get out of the wreck with his financial hide. But the paper kept on going under trimmed sails and avoided many rocks.

Presently business began to get very slack. Clients who owed money for advertising and were good for it, could not be dunned; because the clients were not supposed to know that the paper was hard up, and besides, they might pull out if they were at all annoyed. In three months the experimenters were looking at each other with that aspect of silent sympathy so common at funerals.

The printer was suggesting that cash payments would be more satisfactory all round and the landlord was pointing out regulations about the care of the building that had hardly been mentioned in earlier and flusher times. Before four months was up the nerves of the experimenters began to ooze out through their pores. They could still quit and pay everybody one hundred cents on the dollar. They began to yearn for the quiet countryside, where only the bees and the cows could be heard, and where living was cheap as well as wholesome.

The obituary was written and turned over to the compositors. But a friend who had been consulted about the situation came across with a variety of excellent reasons why the paper should continue for a month or six weeks longer. There was work, important work, for it to do in that time. The experimenters decided they owed it to their friends to stick for that month or six weeks. The obituary was withdrawn.

During this period of peaceful, but nerve-racking seige, a joke came into the office. It was about the office boy who informed the editor that a man wanted to see him. And the editor said he wouldn't see anybody, least of all a creditor. But the boy came back again. The man, he said, was not a creditor. He was a victim of the panic who hadn't eaten anything for three days. "Bring him in," roared the editor. "Bring him in. If he can show us how he does it perhaps we can run this paper another week."

By the courage that goes with a sense of humor and by a system of economy that makes a modern efficiency expert look like a bush leaguer, the experimenters hung on, and one day the sky began to clear. There have been storm clouds in the same region once or twice since, but the light has never failed, and at the end of six years Detroit Saturday Night is the voice of a constituency as distinct and as critical and as loyal as any in the United States. Saturday Night is doing for Michigan what Collier's and Harper's are doing for the nation. It is quoted far and wide in Michigan and elsewhere, and is acknowledged to be a power in Detroit. Its editorials have a punch, as well as a literary flavor. Its review of the week's news is eagerly sought by busy people who have not time to read the more voluminous dailies. In business, politics, sport, the drama, music, art, and, in special features it enjoys the services of highly trained and experienced writers. Its manifest fairness and its disinterest as far as the selfish success of parties or persons is concerned are well recognized, and its rejection of all kinds of objectionable matter in both the editorial and advertising departments has won for it many friends. The first divorce case or domestic scandal is yet to be printed in the Detroit Saturday Night. "Every column clean" has long been its slogan. And by a rigid observance of that rule it has been able to record a steady increase of circulation and advertising every year.

"The newspaper that would best serve its advertising clients," said President Orr, in a recent public announcement, "is that newspaper that would serve its readers best. Show me a publication whose readers look forward to its coming every week, who admire it for its character, its policies and its ideals, and I will show you advertisers who are obtaining substantial, satisfactory results. An advertisement must be introduced into the home under auspices that will make it a welcome caller. The greater the degree of wholesomeness and cleanliness with which it is surrounded, the greater the degree of its impression of genuineness and dependability."

THE ST. LOUIS REPUBLIC.

Founded in 1808, under the name of the Missouri Gazette, The Republic is now five years in its second century. While the name of the paper has been changed two or three times during its ninety-odd years of life, it is an interesting fact that those who are to-day the controlling owners and the active managers of The Republic are the descendants, near relatives or direct heirs of men who began their newspaper work under and became partners of Joseph Charless, the founder of the paper, or Edward Charless, his son. Nathaniel Paschall, whose grandson is now the business manager, entered the establishment as an apprentice under Joseph Charless in 1812, just four years after the first issue appeared. In 1828 Paschall became the partner of Edward Charless, and to-day, nearly ninety years later, his descendants continue to hold large interests in the property. The connection of the Knapp family began January 1, 1827, when George Knapp entered as an apprentice. In 1834 he was admitted to a partnership and in 1854 John Knapp, his brother, became one of the three owners. The oldest son of John Knapp is now and has been for many years the president of the corporation owning the paper, and the active executive head, as editor and general manager.

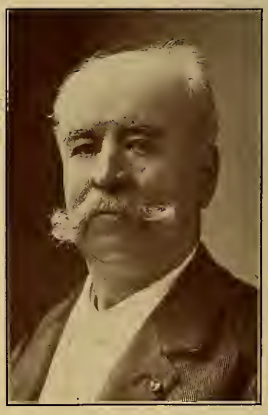
The paper was printed on a "Ramage" press, a wooden device with a stone bed and iron-framed tympan. Ink was applied to the type by balls, after taking it from a stand near by, and going over the printing surface in a series of "pats." In this way it required fully half a day to print the small edition, or, rather, the two inside pages, for only one side could be printed at a time. The newspaper machine to-day, as it stands in many offices of the country, is a very different thing. Mr. Charless could, by dint of persistence, probably "set up" (in printers' parlance) a column and a half or two columns per day of his diminutive Gazette, whilst by the Mergenthaler linotype machine, now generally in use, a man may do nearly ten times as much. The steamship St. Louis can make half a dozen round trips from New York to the British Coast in the time it would have taken the Gazette to get intelligence from the Atlantic seaboard.

It was upward of thirty years after the Gazette was started before there was

M. H. DE YOUNG.

any practical telegraphing, and even forty years after that event it required two nights and a day to transmit President Polk's annual message as far West as Vincennes.

George and John Knapp, associated with Nathaniel Paschall, established the firm of George Knapp & Co. in 1855, each of the three partners having an equal interest. The new firm purchased the Republican from George Knapp and Mrs. Chambers. This copartnership remained unchanged until 1864, when it was incorporated, the name and division of interests continuing exactly as before.



GEN. FELIX ANGUS.

Mr. Paschall died December 12, 1866. Col. George Knapp died September 18, 1883, and Col. John Knapp, under whose direction the business department had been conducted for thirty years, died November 12, 1888. In 1887 Charles W. Knapp, eldest son of Col. John Knapp, became the editor and manager, and still fills these positions, W. B. Carr, a grandson of Nathaniel Paschall, being the business manager.

In the great fire of 1849 the office of the Republican, on the east side of Main

STEADILY IMPROVING CONDITIONS
MAKE

DAYTON

the point at which manufacturers are finding an extensive demand for supplies, commercial and domestic.

Are you getting your share of the orders now being placed?

The Dayton Daily News
The Springfield Daily News
Country Life in Miami Valley

offer the line of least resistance, and the shortest route between the manufacturer of Trade Marked articles, and the largest part of the buying population.

Eight cents a line flat covers an insertion in all three papers.

Increase your sales NOW

Send for copies of both papers. See what other manufacturers are doing in reaching out for this trade.

Let us have your order

Home Office, DAYTON, OHIO

NEW YORK
LA COSTE & MAXWELL
45 W. 34th Street

CHICAGO
JOHN GLASS
Peoples Gas Building

street, near Pine, and all its contents were destroyed, and again, May 24, 1870, its five story building on Chestnut street, between Main and Second, met the same fate, with a loss estimated at more than $170,000, but insured for about $100,000.

In the course of years the growth and development of St. Louis so changed the retail business quarter of the city that the management of The Republic deemed it wise to erect still another new publishing home which would be nearer the center of activity. One of the most prominent and central locations in the whole city was selected, and the paper was removed to the beautiful structure in which it is now housed, on Seventh and Olive streets, in August, 1899. Constructed to permit the utilization of the most improved methods introduced by newspaper publishers anywhere in the world, and occupied almost solely by The Republic, this new building is generally recognized as a model of its class.

The politics of the Republic was republican (Jeffersonian) until 1829, and along the same line till the Whig party appeared, to which latter party it adhered until 1856. It refused to follow Fillmore, denounced the American or "Know-nothing" cause, and supported Buchanan for President. It, however, took no part in the latter's Kansas policy, but, on the other hand, warmly supported Douglas, and carried Missouri for him in 1860. It opposed the secession movement, required Claib. Jackson to take sides for the regular Democratic

JOSEPH PULITZER.

national nominee, and throughout the war was conservative and pacificatory. During the greater part of its career it has exercised an unquestionable influence in the political course of the people of Missouri.

THE CHICAGO RECORD-HERALD.

Though the Chicago Record-Herald, under its present name, is a young newspaper, it has a history of more than half a century of vigorous life, for it was formed by the union of three of the most influential papers in the city. It is heir to the energies and traditions of the Times, the Herald and the Record, each of which, in varying degree, has furnished some of the complex characteristics and forces constituting the Record-Herald.

The Chicago Times was founded in 1854 by Isaac Cook, James W. Sheahan and Daniel Cameron. Mr. Sheahan managed it until the summer of 1860, when it was bought by Cyrus H. McCormick. Mr. McCormick was also owner of a paper called the Herald, and he consolidated the two under the name of the Herald and Times. In June, 1861, the controlling interest was purchased by Wilbur F. Storey. He enlarged the paper, renamed it the Times, established it in new offices at 74 Randolph street, and soon began to infuse into its columns that enterprise and audacity which were henceforth to be its chief characteristics.

Mr. Storey was a pioneer in almost every important feature of Chicago journalism. He knew the value of live news and, rising to the great opportunity afforded by the eager popular interest in war tidings, he began spending sums that startled the community and filled his rivals with dismay. He had no trouble in securing readers, but when, after the emancipation proclamation, he began opposing the war with bitter denunciations of the Federal Government, he turned the seething passions of the hour against himself and his paper. On the morning of June 3, 1863, a file of soldiers marched into the pressroom. General Burnside, from his headquarters at Cincinnati, had issued an order for the suppression of the Times. But lovers of a free press, irrespective of party, at once rallied in protest, and President Lincoln revoked Burnside's order the next day. Publication of the paper was resumed on the 5th.

RALPH PULITZER.

The notoriety of this incident brought a great increase of circulation and of advertising to the Times, and as Mr. Storey softened his tone on the war issue his paper flourished amazingly. In 1866 it erected and moved into a five-story stone-front building of its own on the northwest corner of Dearborn street and Calhoun place. In 1870 Mr. Storey became sole owner of the paper. With the editorial support of such men as Andre Matteson and Franc B. Wilkie he had realized his dreams of making a great paper. Then suddenly the great fire wiped out the whole plant.

After a few days the publication of the Times was resumed in a temporary office on the West Side, and in 1873 a five-story fireproof building, still standing on the northwest corner of Fifth avenue and Washington street, was completed. The paper became more independent, concentrated more energy on its news columns, established a bureau in coinage to that of an independent Re- London and prospered beyond its owner's dreams. In 1875 Charles R. Dennett was made managing editor, and through the years of Mr. Storey's physical and mental decline Mr. Dennett was the dominant force on the paper. Mr. Storey gave up active control of the Times in 1878 and died in 1884.

The Chicago Herald was founded in 1881 as a stalwart Republican paper, with James W. Scott foremost among its projectors. Mr. Scott was its publisher and business manager; Martin J. Russell became editor-in-chief, and John R. Walsh one of the owners. From the beginning the Herald was noted for its beautiful typographical appearance and for the wit and pungency of its editorials, in the writing of which Mr. Russell was ably seconded by Horatio W. Seymour. In its tenth year it had grown to be one of the most popular newspapers in the country. Into its upbuilding Mr. Scott poured all the energy and enthusiasm of his prime. Walter Wellman early became the paper's Washington correspondent, and it was the Herald that sent Mr. Wellman in 1892 to find the first landing place of Columbus, which was definitely located on Watling Island and was duly marked by a monument. Mr. Wellman later won fame as an arctic explorer. Mr. Scott also gave of his best thought and care to the construction of the handsome six-story stone and terra cotta building at 154 Washington street, which was completed in 1890 and is to-day the home of the Record-Herald. One of Mr. Scott's last acts was to take over the Times in 1895 and amalgamate it with the Herald. He was in the middle of adjusting the details of the consolidation when he died suddenly in New York.

This was the situation when in April, 1895, H. H. Kohlsaat, formerly publisher of the Inter-Ocean, purchased the entire property and began to issue the Times-Herald, installing Cornelius McAuliff as managing editor, and changing its policy from that of a Democratic paper with uncertain ideas on silver publican paper with positive views on sound money. The country was then in the throes of the "free silver" discussion, and Mr. Kohlsaat rendered a national service when he made the Times-Herald a distinctive force in the election of President McKinley.

Meanwhile a lusty rival had been growing up in the same city block. In March, 1881, Victor F. Lawson and Melville E. Stone, having made a phenomenal success of the Chicago Daily News, had begun issuing a morning edition under the name of the Morning News. The same partnership of business and editorial genius that had made the evening paper the greatest in the city also caused this new venture to prosper from the start. Mr. Stone's faculty for news-getting, which has since found still wider expression through his work as general manager of the Associated Press, secured for the Morning News an exceptionally strong staff of local, domestic and foreign reporters and correspondents. In 1887 William E. Curtis, the author and traveler, became the paper's Washington correspondent, and his daily letters still continue to be an invaluable feature of the Record-Herald. In 1888 Mr. Stone severed his connection with both papers on account of ill health, and Mr. Lawson became their sole owner and publisher.

The morning paper had become a great enterprise in itself, and in 1893 Mr. Lawson changed its name to the more distinctive one of the Chicago Record. Under the executive hand of Charles H. Dennis, for ten years its managing editor, the Record steadily held the sup-

DON. C. SEITZ.

port of an unusually large and intelligent body of readers. Its foreign news service was one of its strongest features. At the time of its consolidation with the Times-Herald it had 123 correspondents in the important cities of Europe, Asia, Africa, Australia, New Zealand, South America, the West Indies, Mexico and Canada.

This splendid news service and large circulation became part of the assets of the Record-Herald in March, 1901, when Mr. Lawson chose thenceforth to devote all his energies to the Daily News, and handed over the Record to be consolidated with the Times-Herald under Mr. Kohlsaat's management. Mr. Kohlsaat remained in active charge of the enlarged paper about a year longer, at the end of which time he retired to devote himself to his private enterprises.

At that time Frank B. Noyes, one of the owners of the Washington Evening Star and president of the Associated Press, became editor and publisher of the Record-Herald. Under his control the paper has gone on steadily developing on the main lines already indicated, preserving the non-partisan independence and home-circle appeal of the Record, the editorial forcefulness of the Herald, the public spirit of the Times-Herald and the aggressive news-getting of the old Times. Mr. McAuliff has continued to be managing editor, and the enterprise has been strengthened

The Detroit Times

Is the favorite in 81% of the homes of its subscribers, and is the only Detroit daily taken in 50% of these homes.

Forty-five per cent. of The Times' readers prefer it for its stand for Clean Journalism (including honest advertising) and 33% prefer it for its dependability.

The Times mailed return postal cards to 5,000 of its Detroit subscribers, taken at random and representing every section of the city, requesting answers to the following questions:

1. What Detroit daily newspaper, if any, besides The Detroit Times, are you receiving regularly at your home?
2. Which Detroit daily do your prefer?
3. Why do you prefer it?

Five hundred and sixty-seven subscribers, or 11% of those to whom cards were sent, replied. Of this number 462 declared their preference for The Times and 285 said it is the only Detroit paper they are taking.

Clean journalism is given as the basis of their preference for The Times by 255 subscribers, dependability by 191, no liquor ads by 56, editorials by 32, large type by 15, and miscellaneous features by the others.

The replies are totalled herewith. They make one of the most interesting analyses of newspaper circulation ever published. The cards bearing numbers, names and addresses are accessible at The Times office for verification.

		Which Paper Preferred		Why Subscribers prefer The Detroit Times			Other Papers Taken
Postal Cards Marked to Detroit Times Subscribers 5,000	Postal Cards Returned — 11 Per Cent. 567	**Detroit Times**	**462**	Clean Journalism...	255	**Take Detroit Times Only** **286**	News 204
		News	18	Editorials	52		Journal 119
		Journal	6	No Liquor Ads.....	56		Free Press 104
		Free Press	15	Large Type	15		
				Dependability	191		
				Miscellaneous	65		

On the basis of newspaper experience with election returns, this investigation indicates:

That 32,400 subscribers of The Detroit Times prefer it over all other Detroit newspapers.

That 18,000 subscribers of The Detroit Times prefer it for its stand on Clean Journalism and Honest Advertising.

The N. M. Sheffield Special Agency

NEW YORK:—TRIBUNE BUILDING CHICAGO:—HEYWORTH BUILDING

in every department. The commercial and financial columns have long been among the most ably edited in the country. The local and telegraphic news service is of the highest efficiency. At the same time the scope of the paper has been widened so as to include other fields of human and artistic interest, such as literature, dramatic and musical criticism, household economy, humor, fiction, etc. Its literary news and reviews are generally acknowledged to be

WM. BARNES, JR.

the most comprehensive and authoritative in the West.

The Record-Herald is as perfect mechanically as the best machinery and craftsmanship can make it. Its circulation thus far has averaged considerably above 150,000 daily and 200,000 on Sunday. One of the new landmarks of American journalism established by Mr. Noyes is the Sunday magazine of the Record-Herald.

BROOKLYN EAGLE.

The beginnings of the Brooklyn Eagle were humble and tentative. It was first published as a campaign paper, with the saving thought in the mind of at least one person concerned that if its

WILLIAM EMORY QUINBY.

support during the political campaign during which it was launched justified the venture, it should be continued as a permanency.

For a number of years prior to 1841 Kings County had been Whig in its political majorities. The Democratic party, generally dominant in the country at large, was in the minority in that county. The Democratic politics of the county centered in the law office of Lott, Murphy & Vanderbilt. The members of the firm were the leaders. The active politician of the three was Henry C. Murphy. In 1841 an important election was approaching, which was, by reason of the issues and the conditions prevailing in the local Whig party, a particularly propitious time to redeem the country from Whig control. Extraordinary efforts were determined on. Among the means adopted was that of the establishment of a paper. A meeting was called in the office of Lott, Murphy & Vanderbilt. Among those who gathered there was John Greenwood, later a judge of the city court, and a young man, Isaac Van Anden, who four or five years before had come from Poughkeepsie and established a printing office in the city of Brooklyn. It was the young printer who suggested the starting of a paper. It was John Greenwood who suggested the title of "The Brooklyn Eagle and Kings County Democrat."

This gathering subscribed a fund necessary to establish the paper, with the understanding that the paper was to be printed in Isaac Van Anden's printing office, under his business direction, although Alfred G. Stevens was to be the nominal publisher, with Henry C. Murphy and Richard Adams Locke as editors. Under these auspices the Eagle was launched on Oct. 26, 1841. The result at the polls was a triumphant Democratic victory. The shouting had hardly died away before the proposition was made to cease the publication of the Eagle, on the ground that it had served the purpose for which it had been started. Then the saving thought which had existed in the mind of Mr. Van Anden was put into execution. He protested against suspension, offered to buy out the interest of everybody concerned and assume entire responsibility of its conduct. Pending the conclusion of these negotiations the Eagle was continued ostensibly under the old management, actually by Mr. Van Anden, with Richard Adams Locke as editor. Mr. Murphy having dropped out after the election. But early in the new year of 1842 the announcement was made public that Isaac Van Anden was the sole owner and conductor.

Mr. Van Anden made the Eagle a newspaper from the start. This was more of an achievement than it probably appears to be now. The condition of journalism of that day was almost that of slavery to the party whose principles the paper was supposed to advance. Mr. Van Anden abandoned that policy and printed what was interesting. The politicians were horrified.

In the early days this independent policy caused the Eagle considerable trouble, notably in 1861, when it became seriously involved with the Government through the stinging criticisms of its editor, Henry McCloskey. Undeniably erratic as he was, yet Mr. McCloskey was a writer of great force and weight. The climax was reached in August, 1861. The Eagle had been informed that its course was not pleasing to the authorities at Washington. In August it was denied circulation in the mails, and on Aug. 16, in common with the Journal of Commerce, the Daily and Weekly News, the Daily and Weekly Day Book, the Freeman's Journal of New York, the Eagle was indicted in the United States Court for treasonable utterances, while the threat to close up the paper was made in formidable shape.

This was the culmination of the running warfare between the proprietor and his editor. The pen was taken from McCloskey's hands. His last editorial was "The War and the Freedom of the Press." So Henry McCloskey went out and Thomas Kinsella came in. The latter's first leader was "The War and the Advocates of Peace," and was followed up the next day with "The Eagle and the War," in which the policy of the paper was made to square with the opinions held by Mr. Van Anden and which were not obnoxious to the administration. It was a strenuous period in strenuous times. Mr. Kinsella, who then came to the editorship, had been a reporter on the paper, had written much for the editorial columns and, therefore, was not wholly unskilled in the work he assumed. He was an ambitious man of sterling ability, sound judgment and great capacity for labor. Conservative in his habit of thought, the opinions of himself and the proprietor were in accord on general questions, and the Eagle settled down to a prosperous course through the war under a vigorous conduct. The record of the years following were those of large growth, increasing prosperity and expanding influence under Mr. Kinsella's editorship until 1869, when he left the paper to take a position as commissioner in the newly formed Water Board. He was succeeded by William Wood, who had been Mr. Kinsella's assistant. He held the editorship until the close of the year, or until Mr. Van Anden sold the paper to a company of which Demas Barnes was the president. Then Mr. Kinsella came back as the editor and a stockholder of the company.

For thirty years, or since the institution of the Eagle, the name of Van Anden had been identified with it. The public gave evidence that it did not view the change with entire approval. Mr. Kinsella was quick to perceive this and did not like it. He accordingly began a movement which should again identify the Van Anden interest with the Eagle. The first of the Van Andens to return was Col. William Hester, nephew of the Eagle's founder, who had been associated with his uncle for twenty years. His return was quickly followed by the return of Isaac Van Anden who, purchasing the entire holdings of Demas Barnes, was elected president of the association. Matters then moved along the lines that had prevailed prior to the sale, with the trust and confidence of the public fully restored. Colonel Hester succeeded to the presidency of the company at the time of Mr. Van Anden's death in 1875. Mr. Kinsella continued in the editorship until his death in January, 1884. He was succeeded by Andrew McLean who, under Mr. Kinsella, had been the managing editor.

In the fall of 1886 St. Clair McKelway became the editor-in-chief and has continued in the position until the present.

The Eagle of to-day is a complete newspaper in every sense, with departments covering every sphere of life.

The financial department has been a feature for thirty years. It has always been trustworthy. An Eagle bureau was established in the Street, and a complete equipment for the gathering and receipt of facts was organized. Two pages are to-day required for the money and market reports, with the advertisements which have followed. Those financial pages command and deserve confidence. They are trustworthy and careful, honest and comprehensive. That department alone has a constituency to whom it is a necessity.

Books and literature daily command in the Eagle the criticism which they call for by their tone and views, and the news treatment which they justify by the increasing value of literature as an art and an industry in the world. There is also daily treatment of the drama.

The Eagle every Saturday gives more than a page to an anticipative consideration of what the preachers intend to say next day. On Monday it gives two pages to what they have said, the sermons being in full text.

Much space is devoted to clean sporting news. Expert reporters cover all branches of sport, and engaging writers contribute helpful discussions of the topics of turf and field.

The Eagle maintains able correspondents all the year round in Washington, Albany, London and Paris. The foreign correspondence has long been noted for its interest, trustworthiness and promptness.

Another feature of the Eagle is its pictures, but they are pictures that illustrate the text. The art plant of the Eagle is large and efficient, equipped with the latest appliances and methods for rapid and good work.

All these features necessitate a large newspaper, and the Eagle ranges in size from twenty-two to twenty-eight seven-column pages daily, with a Sunday issue consisting of three or four sections and from forty-eight to seventy-two pages. The Sunday issue is notable apart from the functions it performs of

GEN. H. G. OTIS.

continuing the news publications of the week.

In addition to what are generally regarded as the regular functions of a newspaper, the Eagle has established other departments for the benefit of its readers. One of these departments is its Free Information Bureau, rendering a varied service which covers many branches of information.

Other Eagle enterprises include popular excursions, a free circulating library for employes, the offering of valuable trophies to the winners of athletic contests, etc. The Eagle as it

LAFAYETTE YOUNG, SR.

stands to-day is nothing more or less than the logical development of its founder's ideas. These ideas were transmitted to Colonel Hester and have been faithfully carried out by him, with such changes and additions as the march of progress have required. He has had the able assistance of his son, William Van Anden Hester, the secretary and treasurer of the company. The business management of the Eagle is in the hands of Herbert F. Gunnison,

The AMERICAN PRESS ASSOCIATION

does the

PLATE BUSINESS

of the country, and in addition represents

4,000 Home Print Papers

for foreign advertising

The Pawtucket Times

Covers an extensive territory, embracing a population of 130,000 of New England's most thrifty people.

The daily paid circulation of the Times averages more than **20,000** as shown by the report of the Association of American Advertisers after a thorough examination of the circulation department, also by the certified report by Charles O. Black, business manager, filed with the United States Postal authorities.

Pawtucket, R. I., is located in the very heart of New England and is a city of well appointed homes, which emphasizes the character of its people. The $13,000,000 deposited in the savings banks of Pawtucket is a strong testimonial to the enterprise and economy of its population.

If you desire to communicate with this splendid audience, you can do so to best advantage through the columns of the **Pawtucket Times.**

RHODE ISLAND

By far the most thickly populated State in the Union—the home of nearly 600,000 prosperous, contented people—the busiest hive of human industry in the world.

The Providence Journal

The Evening Bulletin

(BOTH 2-CENT PAPERS)

are the two great newspapers that entirely dominate this wonderful advertising field.

The Providence Journal "The Rhode Island Bible"; established as a daily in 1829; steadily growing in circulation and advertising. Average for entire year of 1912, **24,463 copies per issue.**

The Evening Bulletin One of the largest daily newspapers in the United States. Circulation average for January, **53,881 copies per issue,** over 49% increase in 6 years.

These Papers Were EIGHTH on the List of the Newspapers of the United States in Advertising in 1912, Printing

11,456,304 Lines

Nearly Three Million lines greater than any other newspaper in New England

REPRESENTATIVES

NEW YORK	BOSTON	CHICAGO
CHAS. H. EDDY	CHAS. H. EDDY	EDDY & VIRTUE
5024 Metropolitan Bldg.	723 Old South Bldg.	1054 Peoples Gas Bldg.

who is well qualified to fill this important position.

The Eagle's mechanical plant is said to be one of the finest in America and probably in the world. No expense has been spared to make it thoroughly complete and up to date. The latest and most improved machinery has been installed. Great care has been given to sanitary conditions and to an economical handling of the product manufactured.

THE BALTIMORE AMERICAN.

On the roll of the great daily newspapers of this Republic the Baltimore American has a place of honor. Published in the city which is the gateway between the North and South, it is an authority on matters of deep concern to both sections, and exercises a widespread and wholesome influence in a vast extent of territory.

The American has always stood for progress in city, state and nation. It has been from its birth a steady and consistent advocate of every movement looking for the advancement of Baltimore, and has frequently opened the way for great undertakings that would add to the wealth, the business, the attractions of this city.

Never was a better proof given of this than in those dark days which followed the awful disaster of 1904, when fire swept away the greater portion of the business section of Baltimore. That conflagration left in ruins the fine building which the American had long occupied. Undaunted and undismayed, confident of its own strength, knowing that it had won and would ever hold the high regard of the people of this community, the American did not halt or hestitate. Without delay it made its plans not only for a new home, but for a larger, better, more substantial, more beautiful home; a building that should stand as a lasting monument to the American's faith in Baltimore. Within a year the new home was finished and occupied, with a complete plant ready for use. On the first anniversary of the great fire of February 7, 1904, the American was able to issue from its new building and new presses a magnificent souvenir edition.

The American of to-day is the foremost newspaper of the South, and one of the recognized leaders in the journalism of the whole country. Its position in Baltimore is at the top, and it has, by its earnest work for the benefit of the city, won the respect of the entire community. It has not only kept pace with the rapid progress in newspaper making, but it has frequently led the way to the adoption of new and improved methods of its own creation. For its news of the world it not only has the service of the Associated Press, but employs many other agencies which keep it supplied with special reports which its local contemporaries do not and cannot obtain.

To recount its achievements in recent years would be to give a history of newspaper leadership during that period. It has sent its special commissioners to all parts of this country and Europe for the news; it has published special letters from every country in the world, and it has had as its contributors the most famous men in the literature of the day.

The history of a nation is told in the records of the American. Mark a few of the incidents of its usefulness:

Its first editor planted the germ of the present postal system.

In its office the Declaration of Independence was officially printed.

The woman in journalism first scored a success in its management.

"The Star Spangled Banner" was first published in its pages.

It was the first advocate of public schools in this State.

It was the first paper of Maryland to publish full market reports.

To its agitation and recommendation was due the establishment of the Maryland Historical Society, of the Maryland Institute for the Promotion of Mechanical Arts, of the House of Refuge, of the Mercantile Library, and the foundation of public schools for colored children.

It was the first Southern paper to publish accurate war maps, and its extra issues on important occasions were always ahead of its competitors.

It was the earliest champion of Professor Morse and the electric telegraph, and one of his largest patrons when the line was completed.

It advocated the Gunpowder water supply long before its contemporaries.

During the Civil War it did more to alleviate the suffering by donations and collecting funds and forwarding supplies than any paper in the country.

It has raised more money for charitable ends than any paper in the South.

It was on its recommendation that a tax was laid on the city passenger railways for the support of the parks, so that the pepole now enjoy the splendid pleasure grounds without one cent of expense.

The American is now over 140 years old, having been born August 20, 1773. There is no other daily newspaper in the United States of such age.

The publication of the Sunday American was begun on March 2, 1879, and has never been interrupted. Never before had a Sunday edition been published by any of the Baltimore morning dailies. It was a success from the start.

On January 4, 1897, the price of the American on week-days was reduced to one cent everywhere, and at that price it still remains. The change proved a wise one from the start. The paper's circulaltion increased rapidly. As its circulation has increased so has its advertising patronage. It is a paper respected by all, a leading factor in the city's progress, playing a prominent and honorable part in every-day life in the Greater Baltimore.

General Felix Agnus is the publisher and manager of the American, and has been for many years.

CHARLES CAPEHART.

Researches carried on by Mr. Capehart in many parts of the world, especially England, France, Germany and Holland, have made this work on the story of journalism possible. In the pursuit of data on this subject Mr. Capehart has consulted the records and specimen of the British Museum of London, various libraries and archives in Germany, France and Holland and considerable aid has rendered him by rare finds in the old book shops of Frankfort-on-the-Main, Paris and other historical centers of the Old World. For the material on early American journalism Mr. Capehart is largely indebted to Harper Brothers, and especially Col. George Harvey, through whose courtesy this has been obtained.

Mr. Capehart has spent years in the study of the subject and has concentrated upon it rare judgment, erudition and devotion bordering on indefatigable zeal.

FIRST PAPER ON PACIFIC COAST.

The Pacific slope will not long be in the rear of the Atlantic slope in the number and wealth of its newspapers; indeed, the journalists in that part of the world even think that they are now up to the mark in point of ability and enterprise. Many of the papers published in San Francisco are handsome specimens of typography, and in talent and energy they stand well in the ranks.

The first paper printed on the coast of the Pacific made its appearance before the war with Mexico, before the invasion of California and before Marshall and Sutter discovered gold where the former was building a mill for the latter in January, 1848. Many years previously to those events Astor and Gray had made the Columbia River known, and there was an excitement in 1830 in New England and New York among the young men to migrate to Oregon and develop that region of the Northwest.

The title of the paper was the Flumgudgeon Gazette, or Bumble-Bee Budget, edited by the Long-tailed Coon, a sort of Pike County Punch affair. The motto read, "Devoted to scratching and stinging the Follies of the Age."

It was tri-weekly, some eight or ten numbers being issued, continuing during the session of the Legislative Council of the Territory. The paper made quite a stir in those parts, and kept the members on their p's and q's all the time.

This original sheet, more a copy of Punch than of the Weekly News-Letter in its title, made its appearance in 1841. Only a quarter of a century later there were thirty-four daily, one hundred and eighty-eight weekly and six monthly publications in California and Oregon alone!

Newspaper brains and material went out to the Pacific with Stevenson's Expedition in 1846.

After the discovery of gold and the rush of gold hunters from the Atlantic States, the miners were largely supplied with news from home by California editions of the New York papers and a few others. These sheets were made up expressly for that region, and every steamer for the isthmus from New York and New Orleans would carry forty, fifty and sixty thousand copies of these journals.

THE LOS ANGELES TIMES.

The field of this remarkable newspaper is the great Southwest, and it has achieved a foremost place in its field. Its chief, Harrison Gray Otis, was born in Ohio in 1837, Feb. 10. He was a farmer's boy and attended winter school in a country log school house in Southern Ohio, but is not college-bred. He is fond of telling of his first experience in journalism, which consisted of carrying laths to help in the work of plastering the wind-swept country printing office at Sarahsville, Noble County, O., in which he became an apprentice in the fall of 1851-52.

Preceding the troublous times of the great Civil War, young Otis had cast his first vote for Abraham Lincoln in 1860, in whose nomination at Chicago he took part as a Republican delegate from Kentucky. When the call to arms sounded, he responded promptly, entering the ranks and serving as soldier and officer to the end, coming out with the rank of brevet lieutenant-colonel "for gallant and meritorious services throughout the war." During his long and arduous service he fought in fifteen actions, was twice wounded in battle and received seven promotions for merit.

In the Philippines he served as a general officer under the commission issued to him by President McKinley, and it was his brigade that stormed and captured Caloocan. His good service there brought him the promotion of "major-general by brevet for meritorious conduct in action," March 25, 1899.

Gen. Porfirio Diaz, president of Mexico, is credited with this remark: "Few men ever became distinguished in even one line of endeavor, but General Otis is both a great soldier and a great editor."

In 1865, after the Civil War had ended, Col. Otis entered journalism on a small scale at Marietta, Ohio, and at the session of the Ohio Legislature in 1866-67 was official reporter of the House of Representatives; after which (being a practical printer) he became foreman of the Government Printing Office. Subsequently he was a division chief in the U. S. Patent Office.

THE HERALD

made a larger Advertising gain than all other dailies in Washington, D. C. combined.

The following figures from The Evening Star show the advertising gains of

The Washington Dailies

for the year, 1912, as follows:

THE HERALD	798,737	Lines Gain
The Star	334,232	" "
The Times	23,047	" "
The Post	536,511	" Loss

RESULTS

The increase in advertising is due to the increase in results. The increase in results is due to the increase in circulation.

Foreign Representatives:

J. C. WILBERDING CO. 225 Fifth Avenue New York

A. R. KEATOR Hartford Bldg. Chicago

Elizabeth Daily Journal

ELIZABETH, N. J.

A worth-while small-city daily

Printed in 1912 6,073,185 lines of paid advertising, an INCREASE over 1911 of 425,446 lines.

Growth of Circulation:

Daily Average in Past Ten Years

1903	4,707
1904	5,522
1905	6,518
1906	7,347
1907	8,311
1908	9,090
1909	9,882
1910	10,884
1911	11,577
1912	12,237
1913 (First 3 months)	**12,916**

F. R. NORTHRUP, Special Representative

225 Fifth Ave., New York. Trihune Bldg., Chicago, Ill.

Average Circulation of Week-Day Editions of The NEW YORK AMERICAN Now Exceeds 275,000 Net-Paid Copies

New York American

Has more *Quality* Readers Than Any Other New York Newspaper

And Here Are Some Of The *Quality* Features Which Have Won For It *Quality* Supremacy:

ART	*By*	Chas. H. Caffin
MUSIC	*By*	Chas. Henry Meltzer
DRAMA	*By*	Alan Dale
SOCIETY	*By*	Cholly Knickerbocker
BUSINESS and FINANCE	*By*	B. C. Forbes W. R. Lawson, of London Broadan Wall Joseph R. Pritchard Edward Low Ranlett
BASEBALL, YACHTING, AUTOMOBILING	*By*	Damon Runyon Allen Sangree Duncan Curry W. J. Macbeth
EDITORIALS and SPECIAL ARTICLES	*By*	John Temple Graves Elbert Hubbard James J. Montague Rev. Thomas B. Gregory Winifred Black Edwin Markham Virginia Terhune Vandewater
FOREIGN NEWS	*By*	W. Orton Tewson Chester Overton Marquis de Castellane Paul Pierre Rignaux C. de Vidal-Hundt Fritz Jacobsohn J. M. E. d'Aquin George M. Bruce
HUMOR	*By*	Bud Fisher George M'Manus T. E. Powers Frederick Opper

Greatest Quantity of Quality Circulation

Sunday Circulation Exceeds 750,000 Net Paid Copies Per Issue

The News *and* Courier

CHARLESTON, S. C.

One of the Leaders in American Journalism.

THE undisputed leader in its territory and guarantees the **largest** paid circulation of any Charleston newspaper.

Subscription—by mail or in the city by carrier, $8.00 per year—payable in advance.

Daily Circulation March, 1913:
13,080

Sunday Circulation March, 1913:
15,010

BENJAMIN and KENTNOR CO.

Foreign Adv. Representative

222 Fifth Avenue New York City

Peoples Gas Bldg. Chicago, Ill.

The Syracuse Post Standard

The leader in the Syracuse field.
Largest total circulation.
Largest local circulation.
Largest volume of advertising.

OVER 48,000 NET PAID DAILY

PAUL BLOCK
INC.

Managers Foreign Advertising

Chicago NEW YORK Boston

In 1876 he removed from Washington to California and took editorial charge of a daily newspaper at Santa Barbara. The vigor of his pen, his fearless attacks upon everything in the shape of corruption and wrong in private and public life, and his activity in working for the development of the country, attracted attention.

In 1881 the Los Angeles Times was begun, and in 1882 Col. Otis, becoming part owner, assumed its editorial management. That is more than a quarter of a century ago, and during all these years Harrison Gray Otis and the Los Angeles Times have been as nearly synonymous terms as could be. His personality has been steadily reflected in the paper which he controls, and of which he is the chief owner. For years he did the main editorial work on it; but the leader fully accords to his men full credit for their part in making the Times what it is—one of the foremost newspapers in the entire field of journalism.

The qualities of character and the type of ability shown by him in his own personality, and in his work, have made The Times the great newspaper it is, worthily representing the high type of manhood and womanhood which distinguishes its clientele, and have converted the little four-page quarto of 1882, with less than 1,000 subscribers into the great modern newspaper of 1907, containing from 24 to 32 pages daily, and from 112 to 140 pages on Sundays, including a superb Sunday Magazine; the daily having a regular issue of 50,000 copies, a Sunday issue of 75,000, and special editions numbering 100,000 and over. To produce such a sheet has required a capacious and frequently-enlarged building, bristling with modern printing machinery and alive with a multitude of loyal and skillful workers in all departments. There is an auxiliary plant, fully equipped for producing the paper without a break, in the event of disaster. In 30 years of expansion, Los Angeles has grown from a population of 12,000 in 1882 to 319,198 in 1912.

These evidences of success achieved tell their own significant story; yet the elements of that success are neither numerous nor complex. The striking qualities of General Otis' editorial work are strength, directness of statement, conciseness in phrase and clarity of expression. He is a past-master in the use of terse, idiomatic English, invariably using the right word in the right place, and never using words excepting in their accurate, universally-accepted meaning.

His is the very acme of a clear and vigorous style, and especially a style that counts and tells in editorial work. He has, however, never confined his work to the editorial page merely, but has been active all along the line of management and control. His course has produced its logical results. The Times is a conspicuous example of a public journal possessing the advantages of a continuous policy under a continuous management.

There is but one more element of editorial character necessary to portray in order to illustrate what this stalwart man has wrought through the Times. That is a firm hold on principle for its own sake and in preference to all lesser and less worthy considerations. After all, this is what has made the Los Angeles Times the journal it has been, and is, under the editorial guidance of Gen. Harrison Gray Otis.

The Los Angeles Times is recognized throughout the country as the original and foremost champion of the great principle of industrial freedom. It is not only the foremost, but the boldest, the most aggressive and persistent champion of that vital cause. It has been the fate or the fortune of the Times to fight, and to win, one of the most stubbornly contested battles for the right of employers to control their own property and regulate their own affairs, under the law, that ever took place in this country. That conflict was causelessly begun by the typographical unions in 1890, and ended in the complete triumph of "the Rock of Los Angeles" and his associates of the Times-Mirror Co.

Stalwart of frame, with a powerful constitution, and possessing rational

For Today and for Posterity

The Brooklyn Daily Eagle

LINEN PAPER EDITION

On file in the Principal Libraries of the country.

Brooklyn

with its home population of 1,750,000, and its annual growth of over 55,000, is a worth-while field for general advertisers. It can be adequately covered by the Brooklyn Eagle, the paper that carries the second largest amount of advertising of all the newspapers in Greater New York.

TRENTON

Famous and a success as

A Try Out City

Not only a testing ground for presidents but

A Make Good City

For 250 National Advertisers during 1912 and 112 National Advertisers in March 1913

In

Trenton Times

A 100,000 city with Million-a-Month Pay Roll
A 25,000 net circulation covering 75 suburban towns

Kelly-Smith Co.

220 Fifth Avenue NEW YORK

Peoples Gas Bldg. CHICAGO

A Modern City

Almost in the center of one-third of the population of the United States, Paterson, New Jersey, holds a strategic position that the wise advertiser cannot fail to appreciate.

Paterson is the third city of New Jersey and twenty-fourth in the United States in manufactures.

An advertiser likes to appeal to an intelligent audience, because he knows that they can best appreciate and are most likely to respond to his selling arguments.

A Modern Newspaper

The Paterson Press is Paterson's most modern and up-to-date newspaper.

It reaches 90 per cent. of the thinking men and women of Paterson every evening. The purchasing power of its circulation far exceeds that of any other evening paper in the City.

It refuses all objectionable advertising, medical and otherwise, maintains its rates, and is considered by prominent men in all walks of life to be the best and most influential paper in Paterson, and **that kind of a newspaper always brings results.**

PRESS-CHRONICLE CO., Publishers
Paterson, N. J.

Paterson Press—Sunday Chronicle

W. B. Bryant, General Manager
Payne & Young, Foreign Representatives

The predominance of the Star in Washington is more striking now than at any time in its 60 years of successful and steady growth.

It stands the acid test in every particular. The competition in Washington is no longer for first place in either circulation or advertising. No city is covered more thoroughly by one newspaper than is Washington by the Star with its one edition published every afternoon at 3 o'clock.

The net paid circulation of this one edition is now 70,000 each day; 97 per cent. is in the city proper, or within 25 miles of the Capital. Only 3 per cent. beyond that distance.

The Star carries practically all of the general high class advertising that comes to Washington, much of it exclusively. The Department Stores spend more money in the Evening Star every year than in all the other dailies added together and multiplied by two.

The Evening Star.

WASHINGTON, D. C., TUESDAY, APRIL 6, 1915—TWENTY PAGES. ONE CENT.

POPE PIUS SUFFERS A SEVERE RELAPSE

McCOMBS CALLS UPON PRESIDENT

FUTURE SENATORS CHOICE OF PEOPLE

ATTEMPT TO WRECK AN ANCIENT CASTLE

WILSON CHEERED BEFORE HE READS MESSAGE IN HOUSE

NEW CHINA REPUBLIC LAUNCHED AT PEKING

PRESIDENT WILSON'S MESSAGE TO CONGRESS.

SUFFRAGE EARNS DAILY IN MICHIGAN ELECTION

QUARTERLY REPORT

WASHINGTON, D. C.

CIRCULATION

What Advertisers in Washington Get for Their Money—

Net Daily Average Circulation for the first quarter of 1915:

The Evening Star	69,020
Second Newspaper	41,303
Excess over nearest competitor	27,635

ADVERTISING

The Way They Spend Their Money—

Total lines of paid advertising last quarter of 1915:

The Evening and Sunday Star	2,634,426 lines
Second Newspaper	1,626,371 lines
Third Newspaper	1,459,546 lines
Fourth Newspaper	1,080,049 lines

There is more paid classified advertising in the Star than in all of the other dailies combined.

For the past year or more the Star has run conspicuously in its columns the following notice:

"The Star will be glad to have its attention called to any misleading or untrue statement if such should appear at any time in any advertisement in its columns. Readers are requested to assist in protecting themselves and legitimate advertisers."

The Star goes further and eliminates all distasteful advertising and imitation readers.

Notwithstanding these rigid restrictions there are but few papers in the country that carry a greater volume of advertising and the confidence of the reader insures results universally to its advertisers.

The Star is represented in New York by Mr. Dan A. Carroll, Tribune Building, and in Chicago by Mr. W. Y. Perry, First National Bank Building.

This Year's Business Largest In Our History

The Detroit Free Press

Permanently Passes 100,000 Circulation Mark

VOL. 78. NO. 206. DETROIT, MICHIGAN, SUNDAY, APRIL 20, 1913.—120 PAGES—TEN PARTS. PRICE: FIVE CENTS

POPE PASSES

THEY ARE TRYING TO RESTORE PEACE IN MEXICO

WILSON HOLDS

DETROIT 'PHONE

New Free Press Building, Housing New Plant.

Great Achievements mark our 82nd Year!

and these great achievements are only in proportion to the great things we in turn have achieved for our advertisers.

The Formal Opening of Our New Building

On May 1st will be but another epoch in the march of progress that keeps the Detroit Free Press far in the forefront, and at the same time we will

Celebrate Our 82d Anniversary.

An event to which we can point with pardonable pride, especially since in this year we also have

Permanently Passed the 100,000 Circulation Mark.

The average net paid circulation of the Sunday Detroit Free Press having reached and passed the 105,000 mark, without the aid of padding or "Bull Dog" editions.

The Largest Year's Business in Our History

Is still another achievement of the twelve months just past, further proving the efficiency of the Detroit Free Press as a result getter.

The Sunday Detroit Free Press

Goes to upwards of 500,000 readers every Sunday—a splendid and fertile field for both National and local advertisers.

The Morning Detroit Free Press

Dominates the morning field with its 76,000 net paid circulation—THREE times that claimed by any other morning paper in Michigan, and the largest 2c. morning circulation west of New York.

DETROIT—MICHIGAN

VERREE & CONKLIN, Inc., Representatives

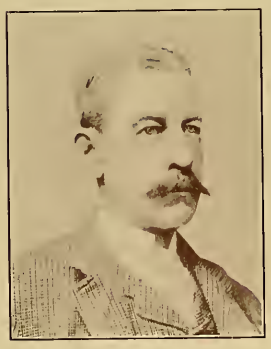
NEW YORK, N. Y., Brunswick Building CHICAGO, ILL., Steger Building

habits, General Otis fortunately had the strength to toil during a quarter of a century, at the head of the Times phalanx, in the arduous work of creating the noble journal which he loves so much, and which has become part of his life. His strong right arm in the discharge of his taxing tasks is his stalwart and capable son-in-law, Harry Chandler, who has borne a large part in the later development of the paper.

BRUCE HALDEMAN.

During her lifetime he was continually aided by his noble, loyal and brilliant wife, Mrs. Eliza A. Otis, whose editorial, poetical and other contributions to the Times went far toward making it. Of all the hard blows received ,and unflinchingly borne by her bereft husband in the fierce battle of life, the hardest was the loss of the beautiful and gracious wife of his youth and of his mature manhood. She died Nov. 12, 1904.

On October 1, 1910, occurred the dynamite explosion that wrecked and set fire to the building of the Los Angeles Times, and killed twenty-one of the employes. General Otis immediately took the ground that this was a dastardly act of revenge on the part of labor unionists and, with his indomitable fighting spirit fully aroused, set out to prove it. William J. Burns, the eminent detective,



JAS. GORDON BENNETT, Sr.

was set to work and, after months of investigations, he arrested the two McNamara brothers, national labor leaders, and charged them as being the principals in the great crime.

Their arrest was the cause of a great hue and cry throughout the entire country about persecution of labor leaders, and the arrested men were hailed as martyrs, but these cries were hushed when, upon being brought to trial, the two McNamaras made full confession and were sentenced to long terms in prison. The result was a full vindication of General Otis' contention, and brought world-wide fame to Detective Burns.

The Los Angeles Times—phoenix-like—has arisen from its ashes and is once more, as it always has been, the champion of law, order and individual liberty. It stands far higher in the estimation of the American people than it ever did before.

THE MONTREAL LA PRESSE.

The founder of La Presse was W. E. Blumhart, and its first office of publication was at 1540 Notre Dame street—opposite the City Hall and alongside the historic Chateau de Ramesay. The early days of La Presse were times of frequent changes. Mr. Blumhart's health failed shortly after the paper appeared, and it changed hands several times until, in November, 1889, twenty-two years ago, it was acquired by Mr. Treffle Berthiaume, its present proprietor.

La Presse had already established itself as one of the newspapers of Montreal. The future was by no means bright, but the new proprietor was not daunted by difficulties. He set to work resolutely, equipped with a splendid practical training, and with the determination to make La Presse the national paper of the French Canadian people.

The foundation of La Presse made a new epoch in the newspaper history of French Canada. It was the first French paper published strictly as a vehicle of news and information as distinct from a party organ. Its aim was to give all the news, in the most complete and readable manner, together with other matter and information most interesting to the reading public. The public was not slow to recognize and appreciate this new departure in journalism, and as a result the growth of circulation was rapid.

The Hon. T. Berthiaume is a concrete example of what a man may accomplish through courage, energy, determination and faith in his own ability to make a success of anything he undertakes.

Born on Aug. 4, 1848, at St. Hughes in the Province of Quebec, he was educated there and at the college at St. Hyacinthe.

After working for a number of years as a practical printer, he founded the Gebhardt Berthiaume Lithograph & Printing Co., of Montreal, and was also associated in the publication of Le Monde Illustre, an illustrated weekly well and favorably known in Montreal some years ago.

In November, 1889, Mr. Berthiaume became proprietor of La Presse, which at that time was a small struggling publication, and by 1904 (when he disposed of it to a joint stock company), had built up its circulation until it had the largest distribution of any Canadian daily newspaper.

He repurchased it in 1906 and has since published it entirely independent of all political parties, of all factions, or of any individual group of interests.

THE MONTREAL STAR.

The origin, struggles, progress, success and policies of a great newspaper make up an ever interesting and important record. When to these conditions is added the further one of a striking personality behind the enterprise as a business, and within the newspaper as a journalistic force, the historical record is still more attractive. It was two years after confederation that the Montreal Star was founded by an ambitious young man with a certain shrewdness of disposition, with a few years' experience as a bookkeeper and business manager on other papers, with plenty of pluck and something under a hundred dollars in cash capital. Associated with Hugh Graham in this extraordinary undertaking was a brilliant journalistic writer of that day, George T. Lanigan. The first issue of the paper was on Jan. 16, 1869, under the name of the Evening Star, the business office was at 64 St. James street, and the tiny editorial rooms were at 9 Ste. Therese street.

The old buildings in which the paper started are no longer in existence; the conditions in which it was at first published have changed almost absolutely. The Montreal of that day had a population of one hundred thousand, to-day it has half a million; then it was a slowly growing town amid somewhat sleepy surroundings, to day it is the commercial and financial center of the Dominion. The Star developed with the city and the nation, Mr. Graham grew with the growth of both.

In April, 1870, the business office was removed to 89 Little St. James street, and in August to 91 St. James street, where it remained until April 22, 1874, when 624 Craig street became the location of the struggle for success. Back of this building was located the Racquet Court, which was torn down, and a new building erected and occupied by the Star from 1886 to 1900, when the handsome structure on St. James street, occupied by the paper of later times, was constructed to meet the growing requirements of the journal.

During 1885 an old-time trouble developed in Montreal to most alarming proportions. Smallpox, owing to popular prejudice among the French-Canadians against vaccination, and to an oft-expressed belief by practising medical men among that section of the people that the vaccine supplied for the purpose was not pure, had been frequently epidemic in Montreal, notably in the years between 1872-1881, when the deaths totaled 4,911. In 1885 the disease developed again and spread rapidly. The deaths numbered six in April, forty-six in July, and forty-five in the next two weeks of August. On Aug. 15 the Star drew attention to the situation, pointed out the conditions surrounding the previous epidemics, and declared that the 400 cases then existing in the city indicated another and a severe one. Vaccination was advocated and pressed upon the people, and on many occasions the Star urged the passing of civic by-laws for (1) compulsory vaccination of infants; (2) an efficient system of sanitary inspection; (3) the reorganization of the board of health; (4) a compulsory system of birth registration.

The inertia of the authorities and of the people was hard to overcome, but Mr. Graham fought personally as well as through his paper for the interests of the city. He was appointed, with six others, on a civic health committee which undertook a vigorous campaign for vaccination and isolation, backed up at every point by the pressure of the Star upon public opinion. Failing to obtain by ordinary means the use of their buildings from the Exhibition authorities as an isolation hospital, Mr. Graham got a requisition to call out the troops and himself took possession and turned the great structure into public service for the patients who were now dying at the rate of a hundred a week. But the campaign of the paper and of Mr. Graham, backed up by intelligent citizens, now had its effect, and the back of the epidemic was broken before the end of the year.

In 1887 the Star initiated, and Mr. Graham personally organized, a fresh air fund by which, in this year and for each succeeding year, sums of money were collected for the purpose of giving working mothers and poor children a glimpse of country life and a bit of country health. More than 100,000 women and children were thus helped and, finally, a large summer home and grounds were personally provided by Graham.

During the following year a unique incident occurred in connection with accumulations of ice and snow and winter filth which had made the streets of Montreal impassable, stopped the street car busses of that period, and buried the street car tracks. After repeatedly urging the city council to action, the Star, on April 7, 1888, published the following: "The Star wants 500 men, with 200 picks and 300 shovels, together with 200 cartage sleighs, to commence operations in clearing the streets of Montreal. Apply at the Star office on Monday." In an editorial, the newspaper promised to advance the money for the work, and announced that a mandamus would be taken out against the city surveyor and aldermen. This was on a Saturday, and on Monday the Star's Pick and Shovel Brigade was formed; hundreds more

OLIVER S. HERSHMAN.

than the number mentioned came forward, including all classes of the community. Stirred into action, the civic authorities continued the work commenced by the pick and shovel brigade; the streets were cleared, traffic was opened up, and the work of the city resumed.

On Oct. 5, 1899, when war with the Transvaal became imminent—coupled with obvious complications in Europe which made a great international conflict possible—the Star declared editorially that the Canadian Government's inaction was disgraceful, and on the following day specifically urged the immediate sending of a large contingent of troops from the Dominion. The response was an avalanche of telegrams,

THE ELDER BENNETT.

letters and messages, urging action, and in many cases volunteering personally for the front. On Oct. 9, 10, 11, the Star published hundreds of telegrams and whole pages of messages which demanded prompt Government action, and on Oct. 11 it was announced that a contingent of 1,000 would go at once.

The Star then took up the question of paying the expenses of these and other troops who might go to the front, and on the 13th editorially described the Government as "Cowards in Coun-

The Only Paper That Does Not Get or Maintain Its Circulation in Indianapolis by Solicitation, Contests or Premiums is

The Evening and Sunday Sun

Second Largest City Circulation in Indianapolis, and All Voluntary Circulation. Not Bought by Solicitors, Contests or Premiums.

WHAT CONSTITUTES A GREAT NEWSPAPER

And the greatest of these is Accuracy.

Disposition, as in human beings, is likewise an element making for success or failure, and it is only those newspapers that have kept themselves sweet and wholesome, optimistic and cheerful, that have preserved an abiding faith in humanity and an ever present sympathy for its weaknesses and failures, that can be called truly great.

Sensationalizing that imperils business and property rights, that destroys character or reputation; **Crusading** that engenders spite, envy and hatred, that arrays or seeks to array class against class and man against man—these are the Scylla and Charybdis between which the newspaper that would be great and useful must steer with unerring accuracy and care.

NINETY-FIVE PER CENT. ACCURATE.

Once upon a time, not so very long ago, the Mayor of the City of Cincinnati summoned to his office all of the City Hall reporters. Some of them, influenced doubtless by their editors, had been shaping news with reference to certain editorial policies, while others, through indifference or design, or for personal reasons, had been guilty of misstatement of fact. When all were assembled, the Mayor reproved the tergiversators, and admonished them to be truthful and accurate, concluding with the following statement:

"The Enquirer is a daily chronicle of the world's events. It may be depended upon as being ninety-five per cent. accurate, which is so close to absolute accuracy that its statements may be looked upon as an official program of events as they happen from day to day. It does not color its news, and hence, if fifty years from now one would desire to refer to the past, a perusal of The Enquirer would give data with an exactness only to be found in the best history. It is for this reason that it is looked upon as the greatest paper of the day."

In that epigrammatic statement the whole secret of the supremacy of The Cincinnati Enquirer is told. The religious, the educational, the business, the financial, the sporting world for more than 70 years has endorsed and emphasized the declaration of the Mayor of Cincinnati, and has evidenced it by a steadily increasing patronage.

THE TRINITY Attractiveness - Comprehensiveness - Accuracy

The supremacy of The Cincinnati Enquirer has not been builded upon chance or fortuitous happening, but upon the bedrock of intelligence, enterprise, integrity and accuracy. It has never crusaded for the furtherance of personal ambition, costly to the public and subversive of its institutions, nor has it ever advocated wild and untried theories dangerous to the industrial, commercial and financial prosperity of city, State and nation, but it has undeviatingly, unwaveringly and fearlessly recorded history as it has been made, conceding to its world wide and intelligent constituents the right to interpret the actions of men and institutions.

That is why, after the lapse of nearly three-quarters of a century, The Cincinnati Enquirer stands pre-eminent among American newspapers, justifying in every sense the encomium of "The Greatest Newspaper of the Day."

It is scarcely necessary to outline the scope and effectiveness of the incomparable newsgathering machine, builded through the years with tireless energy and unremitting care. Allied with the Associated Press, the greatest newsgathering organization of this or any other time, maintaining its own leased wire service to the great marts of trade, of social and scientific activity, cultivating and holding warm reciprocal relations with the greatest newspapers in strategic news positions, The Enquirer adds still further to the perfection of its newsgathering organization by the employment of more than 2,500 correspondents, covering every city and town of any importance in Canada, the United States and Mexico. The retention of trained correspondents in the great capitals of the world across the waters makes the newsgathering organization complete and all comprehensive.

Because it is neither boastful nor faultfinding, but truthful, simple, honest and progressive, with a world-wide reputation for dependability, The Cincinnati Enquirer is warmly welcomed by its eager readers wherever it goes. It neither sacrifices its independence, its dress nor its make-up to the dictatorial advertiser, but first, last and all the time exerts every vibrant fibre of its organization for the benefit and enlightenment of its readers. The discriminating advertiser chooses its columns because The Enquirer brings to the threshold of the seller a high class, intelligent and desirable throng of buyers.

cil" for not taking decisive action along this line. Meanwhile great public interest had been felt in the statement that a friend of Sir C. Tupper had volunteered to insure the lives of the troops to the amount of a million dollars. The name was not made known, and it only transpired years afterwards that Mr. Hugh Graham was the donor of the large sum of money which must have been required for premiums.

The policy of prompt, efficient and ample aid to the Empire in the time of

CHARLES H. GRASTY.

war or stress was maintained throughout the South African struggle, while a children's patriotic fund was also established to aid the families of British soldiers killed or injured in the war. To this 150,000 children subscribed through the columns of the Star. Incidentally the whole matter put this Montreal journal in a very clear light as having national influence, as being more than a local or provincial paper, as being, in reality, an imperial factor. During the following decade this policy was developed along lines of closer imperial unity in council and commerce, in tariffs and transportation, in naval and military organization, in cable systems and press rela-

ELBERT H. BAKER.

tionship. This latter element was further indicated by the knighthood which came to Mr. Graham in 1908 and the chorus of approval which was expressed by the newspapers of Canada, while it was strengthened by the prominent part which Sir Hugh took at the Imperial Press Conference of 1909 as representing the Montreal Star.

During all this time the Star had continued its policy of helping good causes and trying to destroy local evils. In 1898 it came to the rescue of an historic church building in Montreal which was threatened by the foreclosure of a mortgage—St. James Methodist Church.

In 1890 a crusade was initiated against lotteries; the fight was sternly carried on, and at the next Parliamentary session an amendment was passed repealing the misapplied clauses in the code and the lottery shops and agencies promptly went out of business.

THE KANSAS CITY STAR.

September 18, 1880, is a date of some importance. At Chicago, on that day, Maud S., by traveling at an average speed of a fraction of an inch over forty feet a second, achieved the fastest recorded mile that a horse had ever trotted—2:10¾.

On that same day, in Kansas City, Mo., there appeared the first issue of a small but snappy paper which, proclaiming itself to be a good and timely thing, declared that it had "come to stay." This confident journalistic youngster consisted of four small pages of six narrow columns each, and upon its brow was printed, in nice Old English text:

THE KANSAS CITY EVENING STAR

Vol. 1. No. 1. Saturday, September 18, 1880. Price Two Cents.

The price was two cents a copy—ten cents a week. The established morning papers sold for five cents. In that day pennies were few on this free and festive side of the Mississippi, so the Kansas City Evening Star brought to town a barrel or two of brand new minting, and advertised the fact:

PENNIES AND TWO-CENT PIECES furnished in amounts to suit at the office of the Evening Star, 407, 409 Delaware street.

Afterward glorious Maud S. lowered her wonderful record by two entire seconds, and the little newspaper with the Old English brow and the Young American spirit grew as a sturdy tree grows, and developed into the Kansas City Star, Evening, Morning, Sunday and Weekly, printed by five great quadruple perfecting presses and one huge octuple, consuming each day nearly thirty-eight tons of paper made expressly for it in its own paper mill.

It is not by chance that the Star's home is in Kansas City. Before settling down in the midst of the roughhewn town that this was a third of a century ago, the project hovered in suspense and scrutinized the whole wide Western field, from St. Louis to San Francisco, with an estimating and prophetic eye. This precautionary survey finished, the Star cast its lot with Kansas City as confidently as if there had been no rival cities in the contest for future greatness in the Great West. The wisdom of the decision has never fluttered in a moment's doubt. The rocky, mud-crowned cliffs that shadow the Big Muddy were ever the destined eyrie of the sturdiest eagle among the mid-continental cities.

Diligent solicitors were the advance agents of the Star, and they enrolled nearly three thousand subscribers before publication began, Saturday, September 18, in the little offices, upstairs, at 407 and 409 Delaware street.

The Kansas City Evening Star received a cordial greeting from populace and press. The morning papers patted it on the head kindly and called it "the Twilight Twinkler."

And so the Star began to shine.

At the close of the first year the Star had a circulation of 7,820 copies, and in that first twelve-month the little craft had definitely charted the course it was to steer by throughout all its days.

The first Sunday issue of the Star appeared April 29, 1894.

The continued policy of the Kansas City Star has been one of helpfulness and friendly criticism to the community which it serves, and in which it is located. This spirit is well set forth in its Twenty-fifth Anniversary number, published Sept. 18, 1905, in which appeared the following:

A QUARTER-CENTURY'S ENDEAVOR.

"Yesterday the Kansas City Star completed its twenty-fifth year, and to-day it begins its second quarter-century. The career which began Saturday, September 18, 1880, in a small but determined way, has been an active, interesting and prosperous one, yielding agreeable revenues and attaining desirable reputation.

"A newspaper that, at the outset, joins its destiny to that of its community, determined to win success for itself by striving continually for advancement for the town, to encourage the making of that town a better, and better, and yet ever better place to live in and to do business in and to be proud of—such a newspaper, when passing years have demonstrated its purpose, must find that it has a unique place in the community, a place impossible of attainment by any individual or by any other institution. No individual, no other institution is given such responsibilities or must meet such requirements. In such a newspaper is concentrated a range of endeavor impossible to any individual, and it takes on the quality of CITIZENSHIP, a quality denied to the product of any other institution.

"To the community, it must be guide, philosopher and friend. It must be efficient in looking after those affairs which, 'being everybody's business, are nobody's.' A sentinel on the city's wall, it must be vigilant in warning of the approach of the enemy—the scheming politician, the knavish officeholder, the sham patriot, the entrenched lawbreaker, the plotter of private gain by the people's despoilment. A prophet of ever a greater to-morrow, it must preach the doctrine of better things and of wholesome dissatisfaction with things that are unworthy. A perpetual sanitary commission, the public health must be its care, and the neglect and tardiness that make for disease must be tirelessly exposed to the cleansing influence of public knowledge. Almoner-in-General, it must illuminate the need and collect the funds when calamity calls; and when oppression abuses the helpless or misfortune assails the weak, it must become the conscience of the community.

"So, the Kansas City Star, *Aet.* XXV and feeling very well, thank you, believing that in everything that it has striven for and accomplished it was merely the standard-bearer for a community united in splendid ambitions, working together for high ideals with unequaled energy and unselfishness, offers herewith some glimpse of what it has done or tried to do, much in the spirit of a trustee making an accounting of a trust."

THE GAZETTE-TIMES.

The Pittsburgh Gazette-Times, originally the Pittsburgh Gazette, is contemporaneous with the settlement that has grown into the fifth largest metropolitan district in the United States. In point of continuous publication it is the second oldest newspaper in the United States.

The Pittsburgh Gazette was established July 29, 1786, as has been stated in the early part of our story. For some years previous Pittsburgh had been a military post, but it was not until 1786 that it developed into a trading center.

The first proprietors of the paper were John Scull and Joseph Hall, who had learned the printers' trade in Philadelphia and came to Pittsburgh at the request of Henry H. Brackenridge, one of the fluent writers of the then Western frontier, who served as its editor. The printing outfit was brought from Philadelphia on pack horses.

The early numbers of the Gazette were small. At times it consisted only of half sheets, and at other times was printed on cartridge paper secured from Fort Duquesne. Printing paper in those days was scarce.

The original subscription price of the Gazette was 17s. 6d. (about $4.20) per year, and the publishers had to take most of it in trade. There being no postoffice, Mr. Scull improvised one, and succeeded in having the Government put on a post rider from Bedford, Pa., to Pittsburgh, which thus became a postoffice and he the postmaster.

Joseph Hall died Nov. 10, 1786, and John Boyd purchased his interest. In 1797 the making of paper was commenced at Redstone, Fayette County, Pa., and the subscription to the Gazette was reduced to $2 per year. The feeling between the Federalist and anti-Federalist parties running high, the Gazette suported the Washington party, Mr. Brackenridge withdrew and edited the Tree of Life.

The war of 1812 was opposed by the Gazette until actual fighting began, when it became a staunch supporter of the Government.

John Scull retired from the Gazette Aug. 1, 1816. He was succeeded by Morgan Neville as editor and his son, John I. Scull, as business manager. The paper passed into the control of David and M. McLean in 1822, who published it for five years, when Neville B. Craig became owner. Under his administration the paper prospered and became

JASON ROGERS.

well known. In 1833 the Gazette was made a daily paper.

In 1840 Alexander Graham became owner of the Gazette, Mr. Craig remaining as editor. Pittsburgh had made progress in the newspaper line then, there being four dailies, 11 weeklies, 10 periodicals and 18 printing offices.

D. N. White on July 20, 1841, became editor, succeeding Mr. Craig who had held the position for 12 years. Under Mr. Craig's editorship the Gazette opposed the Masons, and consequently the nomination of Clay, until the retirement of M. M. Grant, who had an interest in the paper, whereupon it came out for Clay and supported him during the campaign.

Messrs. Brooks and Haight then took charge of the Gazette, and with other papers arranged for a telegraphic news service, the first west of the Alle-

JOHN B. TOWNSEND.

ghany mountains. In 1847 Erastus Brooks became editor for one year, when D. N. White again assumed full charge, continuing the management until 1856, when he was succeeded by D. L. Eaton and Russell Errett, by whom it was conducted until 1859, when a new organization was formed, consisting of S. Riddle, Mr. Errett, J. A. Crum and D. L. Eaton. This partnership lasted until 1866 when F. B. Penniman, Josiah King, N. P. Reed and Thomas Houston became owners, with Houston and King as editors. Henry M. Long began as editorial writer in 1877, but did not remain long with the paper, selling out his interest to George W. Reed and D. L. Fleury.

Two Big Papers Make Combination Rate

The

Grand Forks, North Dakota

EVENING TIMES
AND
MORNING HERALD

Will in future have one rate for their combined circulation of over 20,000

Owing to the train service the morning and evening editions have less than 3% duplication, giving each an individual and exclusive field in a territory of approximately 280,000 throughout the north half of North Dakota.

The following display rates were made effective April 1, 1913:

250 agate lines or less	6 cents
1399 " " " "	5½ cents
1400 " " " more	5 cents

DEMAND POSITION 15% ADDITIONAL

Carpenter-Scheerer Special Agency
Foreign Representatives
Fifth Avenue Bldg. New York — Peoples Gas Bldg. Chicago

TIMES-HERALD PUBLISHING CO.
NORMAN B. BLACK, General Manager.

Detroit Saturday Night

is an established factor in the newspaper life of Detroit and Michigan. Its influence advances beyond the bounds of its home community, and in this larger influence there have come both to the readers of, and the advertisers in, *Detroit Saturday Night* a larger measure of personal profit.

Foreign Advertising Representatives:

F. S. KELLY & CO.
1216 Peoples Gas Bldg.
CHICAGO

GEO. H. ALCORN
Tribune Bldg.
NEW YORK

In 1873 King, Reed & Co. took charge of the Gazette with Josiah King as editor-in-chief. In 1877 the Gazette bought a controlling interest in the Commercial, a paper that had been established by C. D. Bingham in 1861 and which had become noted for its outspoken Republicanism. Russell Errett was political editor and Col. Richard Realf literary editor.

Upon the consolidation of the papers the title was changed to the Commercial Gazette. Mr. Errett remained as editor until he went to Congress. He was succeeded by William Anderson, who re-

F. P. GLASS.

mained in the positio.. until 1900, when the paper was purchased from the Reed estate by George T. Oliver. In 1901, when a Sunday edition was established, the name was changed to the original title, the Pittsburgh Gazette. This was retained until 1906, when the Pittsburgh Times was purchased by Mr. Oliver and the name consolidated into the Gazette-Times.

In editorial policy the Gazette-Times is an advocate of Republican principles and the maintenance of a protective tariff.

THE CHRONICLE-TELEGRAPH.

The Pittsburgh Chronicle-Telegraph, the oldest afternoon newspaper in Pittsburgh, is under the same ownership and management as the Pittsburgh Gazette-Times.

It was first published in May, 1841, and was called the Iron City and Pittsburgh Weekly Chronicle, with R. G. Burford as publisher and J. Herron

FRANK B. NOYES.

Foster and William H. Whitney as editors. In January, 1842, it became a two-cent daily, but the weekly was continued at $2 per year.

In November, 1846, a penny paper called the Morning Telegraph was started by Thomas W. Wright who had been connected with the Chronicle. About this time the Morning Clipper was issued by Bryant & McClellan, but was soon merged with the Morning Telegraph.

Pittsburgh in 1847 contained quite a number of dailies and weeklies, as evidenced by the following toast offered at a banquet of printers held Christmas eve, 1847: "The printers of the Olden Time who help to unfurl the proud Banner of the Stars and Stripes: May their successors Advocate their principles and Chronicle in their Gazette to the American People that the Spirit of the Age requires them to Post their Daybooks and Journals and receive a Dispatch by Telegraph to prove a welcome Visitor to the Manufacturers of the Iron City."

Duncan & Dunn became the owners of the Chronicle in 1849 and published it until 1851, when Barr & McDonald assumed the ownership. In 1853 Mr. Barr sold his interest to the Rev. Samuel Babcock, and in the following year Kennedy brothers purchased the paper. Charles McKnight became owner of the paper in 1856, publishing it until 1863, when Joseph G. Siebeneck secured control. Joseph Collins bought an interest in 1874, but held it only a short time.

In 1884 the Chronicle was merged with the Telegraph, a paper which had been started in the early '70s by H. Bucher Swoope and had passed through many hands before its purchase by the Chronicle. At this time Ralph Baggaley secured control of the paper. Mr. Siebeneck remained as director and later as editor of what had, by the merger, become the Chronicle-Telegraph. The paper was bought a couple of years later by Campe, Huntington & Byram, remaining under their ownership until the latter part of 1900, when it was bought by George T. Oliver.

Soon after this last change in ownership the Chronicle-Telegraph was published from the same plant as the Commercial-Gazette, now the Gazette-Times. Under their present ownership and management the Chronicle-Telegraph and the Gazette-Times made great progress and the Oliver newspaper institution is among the leading journalistic enterprises of the country.

THE CHICAGO TRIBUNE.

The first issue of the Chicago Tribune was published June 10, 1847, under the management of James Kelly, John E. Wheeler, Joseph K. C. Forest and Thomas Stewart. Soon afterward it took over the Gem of the Prairie, a paper founded in 1844 as a weekly edition of the Tribune.

In the spring of 1855 Joseph Medill, who had been connected with various newspapers in Ohio, including the Cleveland Leader, and Dr. Charles H. Ray, editor of the Jeffersonian, of Galena, Ill., met in Chicago with letters of introduction to each other from Horace Greeley. They decided to enter the newspaper field in Chicago. Mr. Medill purchased a third interest in the Tribune, and Dr. Ray a fourth interest.

In the eight years during which the Tribune had been published Chicago had grown from 16,000 to 80,000 population, and Mr. Medill and Dr. Ray made material improvements in the newspaper plant to meet the increasing opportunities, putting in a steam press, introducing copper-faced type and improving the news and editorial columns.

The Tribune later absorbed the Democratic Press, and in 1861 the Tribune Co. was incorporated by act of the legislature, with J. L. Scripps, Joseph Medill, William Bross, Charles H. Ray, Alfred Cowles and William H. Rand as stockholders. The capital stock consisted of 200 shares of a par value of $1,000 each. In the same year the Chicago Democrat, the city's first newspaper, edited for twenty-five years by John Wentworth, was merged with the Tribune.

Dr. Ray edited the paper from 1861 to 1863; Mr. Medill from 1863 to 1866; Horace White from 1866 to 1874. Mr. Medill was elected Mayor of Chicago in the intermission in his newspaper career, but he took active charge of the paper again in 1874, having acquired a majority of the stock for the first time and control of the paper, which he exercised until his death March 16, 1899.

His son-in-law, Robert W. Patterson, succeeded him and operated the paper until his death in 1910. During a part of the time Mr. Patterson was editor-in-chief of the paper; the actual executive head was Joseph Medill McCormick, a grandson of Joseph Medill.

Since 1910 James Keeley, who joined the Tribune staff twenty-one years ago as a reporter, has been general manager. Robert R. McCormick, former president of the Chicago sanitary district, a grandson of Joseph Medill, is president of the Tribune Co., and Joseph Medill Patterson, another grandson, is secretary. The paper occupies several floors of a seventeen-story building erected by the Tribune in the heart of Chicago's loop district.

The Tribune's daily circulation is in excess of 250,000 and its Sunday circulation is in excess of 380,000. It has been and is an unrivaled advertising medium. Its newspaper accomplishments include many notable "scoops" from civil war times to the present. It gave the country the first news of the capture of Island No. 10 in 1862; it gave the first publication of the text of the revision of the New Testament by the "London Committee" in 1881; it published the income tax decision of the United States Supreme Court in 1895 in advance of its delivery by the court; it gave the first news, even to the Government, of the Battle of Manila. In 1905 it had a scoop on the fall of Port Arthur.

In 1906 Mr. Keeley, then managing editor of the Tribune, tracked Paul O Stensland, the fugitive bank president, to Morocco, arrested him and brought him back to Chicago for trial and punishment. In 1910 the Tribune was responsible for the exposure of "jack pot" corruption in the Illinois legislature and in the election of William Lorimer to the United States Senate.

The Tribune inaugurated the now nationwide movement for the sane Fourth. It started the good fellow movement which annually introduces the children of the poor to Christmas and Santa Claus. It operates a department for the distribution of ice in the summer in the congested districts of Chicago and a summer hospital on the Fox River for the women and children of the tenements.

Its social service departments have been increased from year to year. They now include a health denartment conducted by Dr. W. A. Evans, former health commissioner of Chicago; a friend of the people department for the investigation of complaints and inquiries regarding public service; a legal friend of the people to supply information and opinions regarding law, and a city planning department which undertakes to direct attention to needed changes and reforms in social, political and administrative phases of the city's life.

Other departments are in charge of Marion Harland, Laura Jean Libbey, Jane Eddington and Lillian Russell. Its writers include B. L. T., Ella W. Peattie, Jeannette Gilder and "Observer." Among its cartoonists are McCutcheon and Briggs.

The Tribune supported the Progressive cause in the 1912 election.

THE MINNEAPOLIS TRIBUNE.

The Minneapolis Tribune was established in 1867, but its real history may be said to date from March, 1891, when William J. Murphy purchased it from Alden J. Blethen for $450,000. Up to the time it was purchased by Mr. Murphy it was in debt for more than $500,000. It is without a single debt to-day and has the largest circulation of any newspaper west of Chicago in the Northwest.

The history of the Tribune up to the time of its taking over by Mr. Murphy was one of sporadic good and bad fortune. To dwell upon those early days would be to repeat the history of the average newspaper in the Northwest when politics, personal bias and professional jealousy was rampant.

The standing which has been secured and maintained by the Tribune and the fortune built up by its proprietor has been the result of Mr. Murphy's idea of service. In no better way can Mr. Murphy's attitude be described than in the sentiments voiced by President Woodrow Wilson: "The time has come when we must recognize the fact that the man who serves will be the man who profits."

The Tribune began to profit the day that it began to render service. That was the day when Mr. Murphy took it over. During the years that preceded the present regime, the people of the Northwest had come to look upon all newspapers as selfishly seeking their own personal profit without doing very much to better the condition of the people who read their columns day after

CHAS. HOPKINS CLARK.

day. Early Minnesota newspaper history is interwoven with small bitter feuds. The larger issues were lost sight of.

So it was with a thrill of gratitude that the people of the Northwest awoke to the fact that something was to be done for the benefit of the entire people of the State, not of the chosen few who were seeking political favor or prestige.

The first prominent stand taken by the Tribune was when it advocated the taxing of railroad grants in Minnesota. It was so apparent that the scope of the publication had enlarged, so patent that petty bickerings had been left behind, that subscribers rushed to the institution, and it was necessary to reconstruct the entire producing machinery of the publication to meet the popular demands that the advocating of this measure had brought forth.

From that day the position of the Tribune was assured. Its policy was known. It had no secrets from the public, no destructive schemes to further.

R. M. JOHNSTON.

It cleared its skirts of political broils. It ceased to accept political advertisements. Last November the Tribune refused thousands of lines of political advertising in spite of the fact that its competitors accepted as many as were offered. Politics were confined to the news columns. If it desired to advocate the candidacy of anyone, it did so without charge.

Mr. Murphy has had the foresight to surround himself with men who are endowed with ideals such as his. The watchword of the paper has been "Service," and that word is continually impressed upon the mind of everyone in every department.

The Rising Tide That Carries Advertisers to Prosperity

The CHICAGO EXAMINER'S

Sworn Statement to the Government

Statement of the ownership, management, circulation, etc., of CHICAGO DAILY EXAMINER, published daily at Chicago, Illinois, required by the Act of August 24, 1912.

President—Andrew M. Lawrence, 1447 Dearborn Avenue, Chicago, Ill.
Treasurer—Roy D. Keehn, 5703 Washington Avenue, Chicago, Ill.
Secretary—Victor H. Polachek, 4852 Forestville Avenue, Chicago, Ill.
Business Manager—H. M. Campbell, 2244 Lincoln Park West, Chicago, Ill.
Publisher—Illinois Publishing and Printing Co.
Managing Editor—Victor H. Polachek, 4852 Forestville Avenue, Chicago, Ill.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent. or more of total amount of stock.)
WILLIAM RANDOLPH HEARST, New York City, New York.

Daily Average Circulation
CHICAGO EXAMINER

October	197,539
November	202,888
December	205,117
January	212,749
February	233,604
March	237,072

Sunday Average Circulation
CHICAGO EXAMINER

October	446,364
November	481,295
December	530,189
January	555,966
February	599,816
March	615,424

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement:

Six Months' Daily Average 214,828

Six Months' Sunday Average 538,175

In Total Columns of Display Advertising The Chicago Examiner Carried in

CHICAGO EXAMINER

March, 1911, 1428.08 Columns
March, 1912, 1778.87 Columns
March, 1913, 2046.68 Columns

M. D. Hunton, Eastern Representative, 220 Fifth Ave., New York

Canadian Campaigns

require study, because conditions are different to those in the States.

Canada's 1911 Census gives a total population of 7,206,643, made up as follows:

English speaking	3,896,985
French Canadians	2,054,890
Foreigners	1,254,768
Total	7,206,643

Scores of papers cater to the English-speaking people, and a prospective advertiser has a hard time making up a list without duplication. He must use many papers to reach the 3,896,985 prospects, plus the percentage of foreign element which has learned enough English to read the papers and be counted as valuable.

Among the 2,054,890 French people, though, conditions are different. They have their own papers, and advertisers can reach a vast army of buyers at slight expense, when compared to what it costs to reach the English-speaking element.

This is due to the fact that the French people are concentrated mostly in an area which enables them to be reached by the Province of Quebec newspapers; 1,605,339 are in Quebec Province, where they constitute 80 per cent. of the population, and where the French language dominates; 202,442 are in Eastern Ontario, and 150,357 in New Brunswick and Nova Scotia—a total of 1,958,138 people in a field in which there is only one real big daily newspaper.

This is the field that LA PRESSE covers, and these peculiar conditions explain how it is that LA PRESSE is CANADA'S LARGEST CIRCULATING DAILY. Study these March figures:

Greater Montreal	67,022
Province Quebec (Outside Montreal)	34,349
Total Province Quebec	101,371
Elsewhere in Canada	4,407
Total in Canada	105,778
French Sections in New England States	21,964
Grand Total	127,742

LA PRESSE has the largest paid daily circulation in the City of Montreal; LA PRESSE has the largest paid daily circulation in Quebec Province, and LA PRESSE has the largest paid daily circulation in Canada of ANY Canadian daily paper.

No Canadian campaign can bring maximum results unless LA PRRESSE is used, because in Canada, both French and English are official languages and both are used in the Federal Parliament. Let us show you how to get full value for the money you spend in Canada.

THE FARMER'S WEEKLY LA PRESSE

(Circulation 45,000)

covers the rural and village portions of Canada where French is spoken as thoroughly as the daily edition covers the cities and large towns.

LA PRESSE, Montreal, Can.

United States Salaried Representatives: WM. J. MORTON CO.
Fifth Avenue Bldg., New York. Tribune Bldg., Chicago

The policy of the Tribune has been to place the fullest possible responsibility upon everyone connected with the institution. Though the most expert editors and copy readers are employed, the aim of the management is to reach eventually that stage where there will be no correcting of "copy" in the editorial department, because it will not be necessary.

COL. WILLIAM HESTER.

Every reporter must sign an affidavit to the truth of the information contained in any story he may write. Every reporter is made to understand that he is responsible for the good name of the paper, and if by chance an error should creep into the news columns a full and complete correction is printed, as completely and as prominently as the article which contained the mistake.

The policy of the Tribune is one of optimism. Constructive rather than destructive emphasis is observed in the handling of news. For the purpose of making it broadly representative of the people it serves, those things with which the public is vitally concerned are given great attention.

Recently the Tribune saw the possibilities of creating a great deal of profit and happiness for the people of Minneapolis by getting behind a vacant lot garden movement and teaching its readers how the vacant lots of the city could

FRANK MacLENNAN.

be turned into gardens. The result of that movement has received national recognition. Minneapolis is known as the City of Gardens.

A good roads movement was inaugurated by the Tribune with the result that to-day the Civic and Commerce Association of Minneapolis has planned to engage a highway engineer whose duty it will be to lay out a plan for good roads not only for Minneapolis, but for the entire county.

Necessarily these public activities have demanded large expenditures of time and money. Mr. Murphy has been willing to give freely of both, not only has he allowed his lieutenants to engage in these projects, but he also encourages and directs them.

Recently Minneapolis had no central organization which would unify all of the endeavors of the various civic and commercial organizations of the city. The Civic and Commerce Association, organized along the lines of the Association of Commerce of Chicago, was fathered by Mr. Murphy and the Tribune. It has just closed a year of successful activity and has outlined a program for the current year of far greater magnitude.

A health and happiness column has been introduced as a feature of the Tribune. Other departments, all aimed at being aids to the greatest number of people, have been added. Necessarily the veracity of the paper, its large circulation and the unbiased tone of its editorials have made its advertising value a foregone conclusion.

The tone of the entire working force of the paper is dignified. Mr. Murphy's idea of journalism is that more work can be done where people are happy than where they are the reverse. In strange contrast to some newspaper offices, there is never a hard word spoken in the editorial department.

The corps spirit is imparted to the reporters. It does not take long to find whether they are entitled to remain on the Tribune's staff. If a man is retained, it is because it is believed that he will have the interest of the paper at heart.

From time to time it is necessary for reporters to interview Mr. Murphy. He treats his men with the utmost respect. None of the earmarks of the dominating proprietor are in evidence, and there is none who has not a real affection for him.

When Mr. Murphy wishes an item to appear in his newspaper, he makes the request of his editors as if he were an outsider requesting a favor. The man may be a copy reader receiving a modest salary, but Mr. Murphy appears to assume that he is equal with him in the responsibility of the paper and treats him accordingly. His workmen appear to be his partners. The public appears to be his family, and the Tribune is his medium for spreading information and happiness in his gospel of public service.

THE PHILADELPHIA BULLETIN.

The Philadelphia Bulletin is a living monument to the ability of William L. McLean, its publisher, through whose enterprise and wholesome policy that paper has reached the topnotch circulation of 265,000 copies daily.

The Bulletin was founded by Gibson Peacock in 1847, and in 1895 when Mr. McLean purchased the newspaper it had a circulation of only 5,000 copies, though its policy was good and its character above reproach.

Mr. McLean believed that in the Bulletin he had a property that was susceptible of great development. The field was not overcrowded and the population of the city was showing a healthy growth. Gradually he gathered around him a staff of men whose ability was unquestioned and upon whom he could depend for efficient service.

What Mr. McLean has accomplished during the eighteen years he has directed the fortunes of the Bulletin is well known to the Philadelphia public. From comparative obscurity the paper has advanced to the front rank of Philadelphia journalism.

Since 1910 the Bulletin has been published in the beautiful new building in City Hall Square. The structure is a noteworthy example of the French Renaissance and the interior appointments are planned with a view of conserving in the largest measure the health and well-being of the workers. Ten Hoe sextuple perfecting presses are used daily in printing the paper, and the mechanical equipment is of the finest.

Including the Bulletin, the leading papers of Philadelphia are the Inquirer, North American, Public Ledger, Press, Record, and the Morgen Gazette. The Record, which was founded in 1877, and is independent democratic in politics, is a clean-cut newspaper thoroughly alert to its opportunities and fulfilling its mission to the best of its ability. Theodore Wright is the editor and president of the publishing company.

The North American, under the editorial direction of E. A. Van Valkenburgh, is the iconoclast of the Philadelphia press. It is persistently aggressive and fearless in its attacks upon the political rings of the city. The paper has a large circulation both in and out of the city, and its editorial views are widely quoted.

The Inquirer is one of the most highly esteemed family newspapers of Philadelphia. Founded in 1829, it has maintained its position as a leader year after year. Its management has been characterized by progressiveness and enterprise. James Elverson, jr., is president of the paper, and Charles H. Heustice is the editor.

The Public Ledger is perhaps the most conservative of the Quaker City dailies. When George W. Childs was its editor it was perhaps the most widely known of all the Philadelphia papers, chiefly through his philanthropic activities and his public-spirited support of movements that had for their object the betterment of the city and the improvement in the condition of the working classes. The paper is still influenced by its traditions. Its tone is distinctly literary. The recent change in ownership will not, it is reported, result in any change in its policy.

The Morgen Gazette, owned by Gustav Mayer, is the representative German newspaper of the city. It is clean-cut, prints an abundance of news of particular interest to those who have Teutonic blood in their veins, and is a favorite advertising medium.

The Press, of which Samuel G. Wells, is editor and Benjamin B. Wells is president, is the paper which Philadelphians swear by. It is a newspaper in its broadest sense and enjoys the patronage of a large constituency.

THE NEW YORK TIMES.

After George Jones, the principal owner of the New York Times, died, the paper lost ground and encountered so many financial difficulties that at one time it looked as though it would go on the rocks. Fortunately, when its fortunes were at the lowest ebb, Adolph S. Ochs, of the Chattanooga Times, was placed in charge of the property, and from that time its luck changed for the better. During the period of Mr. Ochs' administration the paper has not only regained the ground it had lost, but has shot far ahead in the race for popularity. It is now regarded as one of the best newspaper properties in New York. In advertising patronage and in circulation it is one of the leaders among metropolitan newspapers. When the Times was founded by Henry R. Raymond in 1851 it was given an individuality that has been preserved by its successive owners during its career of sixty-two years. While it has always printed the news, it has avoided sensationalism and has been consistently conservative.

THE HEARST NEWSPAPERS.

The Evening Journal was founded by Albert Pulitzer in 1882. It was designed not as a serious-minded paper, like the Tribune, Herald and other morning papers, but was rather devoted to the lighter side of life. Mr. Pulitzer had an idea that the clerks, the shop girls and the workers in various industries needed a paper that would bring to them the sensational stories in the news of the day. The Journal was a success almost from the first issue, but after a few years of prosperity it began losing ground. Mr. Pulitzer's health gave way under the strain, and he was glad indeed to sell the paper to William Randolph Hearst, of San Francisco, son of the late Senator Hearst, who at the time was owner of the San Francisco Examiner. A little later Mr. Hearst purchased the Morning Advertiser of John Cockerill and associates, and established the American.

The new owner soon made the other

GEO. G. BOOTH.

newspaper publishers sit up and take notice. Backed by practically unlimited wealth, Mr. Hearst spent money liberally and gathered about him some of the brightest newspaper men in the city. The Spanish-American war in 1897-1898 offered the Hearst papers an opportunity to distinguish themselves to an unusual degree. The circulation of the Journal shot up to a high figure and its columns bristled with advertising.

The career of the papers since then is familiar to the American public. The Journal's sensational methods of news presentation gave it a wide audience, and to-day its circulation is larger than that of any American newspaper. The American, the morning paper, has always been conducted on more conservative lines, and has made a place for itself in the metropolis.

COL. JAMES ELVERSON.

It is said that Mr. Hearst spent over $2,500,000 on those publications before they became self-supporting. To-day they are big money-makers.

Not content with three papers, Mr. Hearst looked about for opportunities to establish others. He finally started the American in Boston, the Examiner and Evening American in Chicago, and the Examiner in Los Angeles. All of

The Boston Globe Elected

Total . . 120,438 Want Ads
Plurality . 81,135 Want Ads

The people vote and decide which newspaper is the best advertising medium in its field by the number of classified advertisements they insert. They trace results. They know what they get in return for the money they expend in advertising.

During the three months ending March 31 the Globe printed **120,438 Want** advertisements. This was **81,135 More** Want advertisements than appeared in any other Boston paper during the three months.

2,109,564 Lines
85,221 Lines Gain

Total lines of advertising in the four Boston papers (having daily and Sunday editions) for the three months ending March 31:

Globe 2,109,564 Lines

This was a gain for the Globe of 85,221 lines over the same period in 1912

Post . . . 1,723,682 Lines
American . 1,470,560 Lines
Herald . . 1,149,225 Lines

(The above totals include all kinds of advertising, from the smallest want advertisement to the business of the big department stores.)

Total lines of automobile advertising for the three months ending March 31:

Globe 174,105 Lines

(Including 68,645 lines printed on the classified pages, a large part of which was display, paid for at the regular auto rate.)

2d Paper 113,982 Lines

(Including 3,005 lines printed on the classified page.)

Globe's Lead 60,123 Lines

Globe advertisements sell goods. To increase your business in Boston and New England, advertise liberally in the Daily and Sunday Globe.

these newspapers have been successful. They are conducted on lines similar to those upon which the New York Journal and the American have been run. Das Deutches Journal, of New York, a newspaper printed in German, is also owned by Mr. Hearst. The latest manifestation of the activities of this energetic and indefatigable publisher

HERMAN H. KOHLSAAT.
Editor and Publisher, Chicago Inter-Ocean.

was the purchase of the Atlanta Georgian a little over a year ago.

Mr. Hearst is to-day America's greatest newspaper publisher. The aggregate daily circulation of his several publications is said to be in the vicinity of 2,500,000 copies.

THE NEW YORK WORLD.

Joseph Pulitzer purchased the New York World from Jay Gould in 1883, a little over four years after he had bought the St. Louis Post-Dispatch at public auction for $2,500.

A Presidential campaign was looming up ahead, and Pulitzer pitched into the fight to elect Grover Cleveland. Tammany nominated the editor for Congress from the Ninth New York District and he was elected, but after three months in the house he resigned his seat, gave his salary to charity, and returned to his editorial work.

In 1886 he purchased the Park Row site where the Pulitzer building now stands, and erected the present structure, which was not completed until after Mr. Pulitzer had become totally blind. He spent the last three or four years of his life on board his yacht, surrounded by a corps of readers and secretaries, who acted as eyes for the sightless editor and carried out his orders. It was an ordinary occurrence for him to wake up his staff at 2 or 3 o'clock in the morning to aid him in some new work he had suddenly thought of.

On his sixtieth birthday, April 10, 1907, Mr. Pulitzer sent to the heads of departments of his paper a characteristic cable message, in which he announced his retirement from the active management of his newspapers. Every newspaper in town printed it except the World, the managers of which knew that he could not give up work. He was much incensed when he learned that his own men had refused to take the announcement seriously and made a great row about it for a few hours. Then he concluded to continue his active management of this newspaper. Mr. Pulitzer died on board his yacht "Liberty," in Charleston Harbor, S. C., on Oct. 29, 1911.

The World is published now, as during Mr. Pulitzer's lifetime, by the Press Publishing Co., of which Ralph Pulitzer, his eldest son, is president, and Joseph Pulitzer, Jr., his second son, is secretary. Their election as officers of the board of trustees put them in control of the paper, and they have since carried out the policy inaugurated by their father during his lifetime.

The greatest of all Mr. Pulitzer's benefactions was his gift of $2,000,000 as an endowment of the Columbia University School of Journalism, which opened its doors for practical work last September under the direction of Dr. Talcott Williams.

The World is generally regarded as one of the most fearless and ably conducted newspapers in the city. Its editorial page is profitably ready by more people than that of any other morning newspaper. Don C. Seitz, the business manager, has been unusually successful in building up a large advertising patronage for the paper.

THE NEW YORK SUN.

Under the editorship of Charles A. Dana the New York Sun attained an

GOVERNOR JAMES M. COX.
Editor and Publisher, Dayton News.

enviable rank among metropolitan newspapers. Mr. Dana was undoubtedly one of the greatest of American journalists. He had a knowledge of public men and public affairs such as few statesmen of his day possessed. He was a profound scholar, and could read eleven languages, including Sanscrit. Moreover, he was a citizen of the world and ever ready to interest himself in movements that had for their object the physical and moral uplift of the masses.

He was a true journalist and stamped the Sun so indelibly with his individuality and style that for several years after he died few could tell from its pages that its master had passed away.

The Sun has been fortunate in having for its editor during the last few years Edward P. Mitchell, who for a long period was Mr. Dana's chief editorial assistant; and for its managing editor Chester S. Lord, who recently retire A little over a year ago William C. Reick, for many years James Gordon Bennett's chief of staff on the Herald, purchased a controlling interest in the Sun, and since then has been its general director. During the brief time he has been in charge he has made many changes in the paper with a view of strengthening its hold on the public.

The Globe, which was formerly known as the Commercial Advertiser, the earlier history of which is related in this issue, has made commendable progress during the last few years under the management of Henry John Wright, a Scotchman, who won his journalistic spurs through hard work on various New York newspapers. The Globe employs a number of special writers and has the full Associated Press report. The paper devotes considerable space to sports and especially to baseball. Its news is selected with great care. Sensationalism is avoided. The effort of the management seems to be to print a newspaper that will be taken home and read by the family.

One of New York's leading afternoon papers is the Evening Mail, which under the able editorial management of Henry L. Stoddard, has won a high place in the regard of the New York public It is essentially a family newspaper and discusses topics relating to the home in such a popular way that it has found favor especially with the women of the city. One of the popular advertising features of the paper is the Blue List, in which "want" advertisements and "business opportunities" are inserted only after thorough investigation. In other words, the advertisements appearing in this department are guaranteed. William C. Freeman, the advertising manager of the Mail, has probably done more to popularize newspaper advertising than anyone else in America. He is one of the few advertising experts who have grounded their knowledge of the business on a sound conception of economics and modern methods of distribution.

THE PHILADELPHIA RECORD.

The Philadelphia Record is a living contradiction that a great newspaper that grows up with the personality of its founder, and becomes a part of the greatness of one man will lose its power and prestige with the loss of that man. For more than twenty years the names of The Record and William M. Singerly were inseparably linked. Singerly died in 1898, but the paper continues today, with all its power, its prestige, its traditions, inviolate. The only change is the natural change of growth; it is bigger, has a wider reach, a longer

S. A. PERKINS.
Owner, Tacoma Ledger and the News.

pay-roll, a longer list of historic accomplishments and the latter devices of science to aid in its production; that is all. One of its greatest accomplishments came after the death of the man who made it. He had built it up to be his memorial, and when he died, broken-hearted and ruined by the failure of his banking institutions, the newspaper, which in a quarter of a century has never known a day for which there was not a profit on the right side of the ledger, went on and paid up his debts, clearing off the last cent, as he had pledged the public that it would do. It was a fitting repayment to its parentage, and it was possible by reason of the foundation that the man gave to it.

The history of the Philadelphia Record dates to May 1, 1877, when William M. Singerly bought from William J. Swain, a newspaper known as The Public Record. In this purchase the principal thing of value acquired was an Associated Press franchise, as The Public Record was a small and losing venture. It had been founded on May 10, 1870, and was published at The Record Building, at Third and Chestnut streets. Of its history there is no more to be said, except that the price paid for it was $35,000, or about one-hundredth part of the sum for which the Philadelphia Record was sold under the hammer a quarter of a century later.

With the franchise and machinery of The Public Record, William M. Singerly, on June 1, 1877, launched the Philadelphia Record, a one-cent newspaper. It was the first one-cent newspaper that the American people ever saw, and its ruin was freely predicted on all sides. It was years before any other paper dared to follow it into one-cent journalism, and now, when the great majority of the American and European newspapers have followed its example, it still carries the only self-advertisement it ever affected—"The Pioneer One-Cent Newspaper of America."

Probably Singerly more than any other of the great masters of American journalism was responsible for the policy of condensation. Day in and day out he preached to his assistants the necessity for getting more news on the first page of the paper. "That's the only page a busy man's got time to look at," he declared. Nor would he excuse the leaving out of any matter of news that had the slightest importance. "Condense, condense," was his only reply to the plea of lack of room.

The first Philadelphia Record was a four-page journal, six columns to the page. There were few advertisements, and of these some were printed on the first page. This latter practice, however, was soon abandoned, and was never resumed.

Singerly's faith in one-cent journalism was soon vindicated. Starting with a circulation of 5,000, he had within six months a circulation of 36,000. The original four pages gave way to six, then eight. As the wide extension of news gathering facilities grew apace with the demand for advertising space, the paper continued to increase in size. From six columns the pages were increased to eight columns, and the number of pages increased until more frequently than otherwise sixteen pages were found necessary to carry the news and the advertisements. By 1883 the circulation had passed the 100,000 mark, and ten years later the paper was found to have the largest circulation of any daily publication in the United States.

In 1882 the paper was moved from Third and Chestnut streets to the new

COL. ROBERT EWING.
Proprietor, New Orleans States

Record Building, at Ninth and Chestnut streets, and at the same time began the issue of a two-cent Sunday newspaper, which, without increase in price, has increased to thirty-two pages.

To enable the paper to continue on the one-cent basis that it had fixed for it, Singerly foresaw that he would be obliged to fortify it against the exactions of monopoly in the news-print paper business.

1898:—**25,726** UNPARALLELED GROWTH 1913:—**245,854**

855% INCREASE IN 15 YEARS

CIRCULATION OF

THE NEW YORK TIMES

April 1, 1913, **245,854** April 1, 1912, **216,065**

AN AVERAGE DAY'S DISTRIBUTION

GENERAL DISTRIBUTION.	1913	1912
Wholesalers—City Order....	171,217	152,910
Independent City Dealers ...	14,022	11,166
Wholesalers—Country Order	3,212	3,692
Country Dealers	40,853	33,475
Subscriptions (Mail List)....	14,256	12,135
Total Net Paid.....	243,560	213,378
Advertising Mail List	239	285
Exchanges	127	128
Downtown Office	676	1,035
Main Office	402	999
Annex	600	.....
Editorial & Composing Room	250	240
Total	2,294	2,687
Grand Total	245,854	216,065

SALES IN METROPOLITAN DISTRICT:

MANHATTAN and BRONX.	1913	1912
American News Co.....	29,592	25,459
Goode News Co.....	3,140	2,790
Harlem News Co.....	56,712	50,178
Nassau News Co.....	22,505	21,362
Ward & Gow.....	2,440	2,260
Union News Co.....	1,260	1,052
Independent Dealers.....	5,056	3,145
Total	120,705	106,246
LONG ISLAND and STATEN ISLAND.		
Brooklyn News Co.....	24,840	21,695
South Brooklyn News Co.....	8,317	7,170
Williamsburg News Co.....	6,429	5,307
Long Island News Co.....	1,750	1,406
New York News Co.....	1,373	1,304
Wheeler News Co.....	1,140	910
Independent Dealers.....	5,160	4,906
Total	49,009	42,698
NEW JERSEY and Scattering.		
Newark News Co.....	6,469	5,650
Union News Co.—C. R. R.....	1,336	3,543
Union News Co., Reade St.....	2,766	2,936
American News Co.....	4,360	3,580
Independent Dealers.....	3,806	3,115
Total	18,737	18,824
Total Metropolitan sales.....	188,451	167,768

NO RETURNS AND NO UNSOLD COPIES

FIFTEEN YEARS' RECORD

1897—1912

CIRCULATION AND ADVERTISING

The New York Times Circulation Record:

October 1898	25,726	October 1906	131,140
" 1899	76,260	" 1907	143,460
" 1900	82,106	" 1908	172,880
" 1901	102,472	" 1909	184,317
" 1902	105,416	" 1910	191,981
" 1903	106,386	" *1911	197,375
" 1904	118,786	" *1912	236,668
" 1905	120,710		

A GENUINE GROWTH—SOLELY ON MERIT

No Artificial Stimulation—No Prizes—No Premiums—No Coupons—
—No Guessing Matches.

*No Returns and No Unsold Papers.

The New York Times Advertising Record:

	Agate Lines		Agate Lines
1897	2,371,377	1905	5,953,322
1898	2,433,193	1906	6,033,457
1899	3,378,750	1907	6,304,298
1900	3,978,620	1908	5,897,332
1901	4,957,205	1909	7,194,703
1902	5,501,779	1910	7,550,650
1903	5,207,964	1911	8,130,425
1904	5,228,480	1912	8,844,866

ALL ADVERTISING CLEAN AND HONEST.

No Objectionable—No Catch-penny—No Nostrum Advertising.

The Times has rejected millions of lines of doubtful advertising.

THE NEW YORK TIMES

"All the News That's Fit to Print."

He therefore established two pulp and paper mills, one at Singerly and one at Elkton, Md., and for many years manufactured his own white paper. He was the first American publisher to take this step.

Singerly was likewise the first publisher in Philadelphia—and the second in the world—to recognize the value of the linotype machine, which has now displaced hand composition throughout the world.

Shortly before his death, which occurred in February, 1898, Mr. Singerly was asked what he considered the reason for The Record's prosperity. He said:

"Above all things else, The Record's truthfulness. We have always adhered to the right as that right appeared to us. I do not mean to say that we have always been right, but The Record has been found every time on the side that the people have endorsed in moments of calm reflection. A newspaper must rise superior to the mere money-making element which enters into all business enterprises. The editor has a duty to the public that must be conscientiously considered and absolutely regarded. This is my ideal of journalism."

Always a Democratic newspaper, The Record refused to accept the free silver heresy and the Bryan candidacy in 1896 and again rejected it in 1900. This was done with a full knowledge of the risk that a large part of the paper's Democratic clientele would probably refuse to follow its lead and would instead follow the Bryan banner. Singerly, however, would not put expedience above honesty, and declared that he would rather suffer the loss of his paper's circulation than the loss of respect for its honesty.

The Record was the first paper in the world to establish a daily magazine department for women.

The new owners of the property immediately announced that the paper would continue unchanged, and it has continued under the direction of men who were selected by Singerly and belonged to the Singerly regime. Under their management it has steadily increased in growth.

Theodore Wright, the editor-in-chief, was first employed by Singerly in 1878, and has been with the paper continuously since that time.

John P. Dwyer, the managing editor, came to the paper as a reporter early in the '90s, and later went to the Philadelphia Press, but eventually returned to The Record, of which, as a newspaper man, he was a product.

M. F. Hanson, the general manager, was a clerk on the paper in 1890. He attracted the attention of Singerly, who gradually promoted him until he was advertising manager. After the death of Singerly he became business manager of The North American, but later returned to The Record as general manager.

PHILADELPHIA PUBLIC LEDGER.

The Public Ledger, of Philadelphia, the first number of which was issued March 25, 1836, was the pioneer of new methods in Quaker City journalism, and was the first successful penny newspaper established in Philadelphia.

Russell Jarvis, a ready and fluent writer, who had received his journalistic training on the United States Telegraph, of Washington, the organ of Jackson's administration, was engaged as chief editorial contributor. His slashing, outspoken editorials enabled the Public Ledger to "do things." Wherever there was a local wrong to be righted, the Public Ledger boldly struck the blow.

The first number of the Public Ledger was issued within a stone's throw of the newspaper's present home. It was a sheet of 15½ by 21½ inches, having four columns to a page, and was printed for the proprietors on a hand press. Swain, Abell and Simmons within six months were able to purchase their first press—a Napier steam power machine, then regarded with wonder.

The Public Ledger, in its introductory address, informed the public that it had "secured the services of a police reporter and collector of news, and it is hoped their exertions will impart to its columns additional interest."

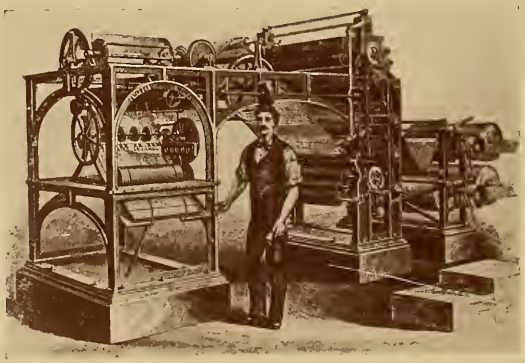
Having had the temerity to call to account the ruffians who, in 1838, burned Pennsylvania Hall to prevent an anti-slavery meeting, a mob made a demonstration in front of the Ledger's property, but the determined attitude of its proprietors and the help of a few police prevented any damage being done.

By insisting on the supremacy of the law, the Public Ledger in this year made historic by the riots and church burnings by the native Americans, lost thousands of subscribers and considerable of its advertising patronage, for the native American sentiment was strong in Philadelphia.

The first rotary press ever built, the invention of Richard M. Hoe, was first used to print the Public Ledger on April 9, 1847. This was the period of the Mexican War, which the Public Ledger, together with the Baltimore Sun, reported with almost modern methods.

During the Civil War the price of paper, as well as the price of other utilities soared, but Mr. Swain, although the Public Ledger was losing money every day, refused to raise the price. After he had lost about $100,000 he was induced to part with his share of the property, and Mr. Abell's interests being confined to Baltimore, he willingly sold his part to George W. Childs, Francis A. Anthony, Jr., and Joseph W. Drexel. The price was raised to two cents, and subsequently reduced to ten cents a week.

JAMES E. SCRIPPS.
Founder of Michigan's Greatest Daily, The Detroit News.



THE FIRST WEBB PERFECTING PRESS.
Installed in 1875 in the Jersey City Journal Plant by the Late Joseph A. Dear.

In June, 1867, the Ledger began to be published in its handsome brown stone building, which is still its home.

On the death of George W. Childs in 1894, George W. Childs Drexel became the publisher, and in 1902 he was succeeded by George W. Ochs, the present publisher, the property having been acquired by the Public Ledger Co., of which Adolph S. Ochs held the controlling interest. In 1902 the Public Ledger purchased and absorbed the Philadelphia Times, which had been established twenty-five years before by Alexander K. McClure, and acquired all its circulation.

Mr. Jarvis, the first editor, died in 1853; he was succeeded by Washington Lane, who died in 1865; his successor was Wm. V. McKean, who retired in 1893, and was succeeded by L. Clarke Davis; he died in 1904, and was succeeded by Dr. Alfred C. Lambdin.

As indicating the ideas according to which the Public Ledger is conducted the following extract from an address by George W. Ochs, formerly its publisher, is significant:

"Journalism is the orator which speaks each day with a million tongues to tens of millions of listening ears. In ancient days the sages stood in the market place and poured forth, in eloquent phrases, words of wisdom, to maintain administrative integrity pure and undefiled. When this eloquence was hushed, when the listening throngs were taught by demagogues and false prophets, when the seeds of sophistry, selfishness, discontent and dishonesty bore their full fruitage, the fabric of freedom collapsed, and from its ruins arose the empire of the Cæsars. Do not the same evils confront our republic today? How much greater the responsibility, how much broader the opportunity, and how much more vital the need for editors who 'know the right and, knowing, dare maintain.'"

The Ledger is now owned and controlled by Cyrus H. K. Curtis, owner and publisher of the Ladies' Home Journal and the Saturday Evening Post.

THE PHILADELPHIA PRESS.

The Philadelphia Press was founded by John W. Forney in August, 1857, and is to-day one of the great national Republican dailies of the country. For twenty years it was under the management of Mr. Forney. It was purchased by Calvin Wells, the well-known ironmaster of Pittsburgh, in 1877, and of the thirty-four years of the present ownership twenty-eight were passed with Charles Emory Smith as the editor-in-chief. The first twenty years in the history of the Press saw the rise of the modern newspaper through the troublous times of the Civil War and the Reconstruction Period.

From the very nature of the case, however, despite the influence and interests of the editor, this period of its history was for the Press its day of small things. The Press of Forney's time has, however, certain interest for people of to-day aside from the reputation of its first editor and proprietor. The war poems of George H. Boker appeared in its columns. For it Charles Godfrey Leland wrote the earlier verse of "Hans Breitmann." The first, and in some respects the greatest of American actors, Edwin Forrest, was a frequent contributor. In the spring of 1861 its three correspondents in the field were John Russell Young, George Alfred Townsend and Henry Watterson.

With the change of the political conditions of the State and the country at large, and with the inevitable financial troubles during and following the Reconstruction Period, the fortunes of the Press declined, and in 1877 what was practically the creation of a new newspaper under circumstances not seemingly auspicious was brought about by the purchase of the property by Calvin Wells, of Pittsburgh, who has since remained in control of the property as president of the Press Co., Ltd., with Charles Emory Smith as vice-president and editor-in-chief. At the time of its purchase by Mr. Wells the paper stood for little more than an Associated Press franchise.

As a young man who was busy writing party platforms in New York when most young men of his age were bothering their heads about more trifling

Of Interest to Users of Photo-Engraving

Powers started in the engraving business a little over ten years ago and said: "We are the fastest engravers on earth."

Photo-engraving buyers said: "Just what we needed. Engravings on time. In other words, service without disappointment."

Opposition salesmen said: "Neither Powers nor any other engraver can execute engravings in less time than one hour."

But Powers did, and Powers now makes them in minutes.

Opposition salesmen then said: "We have to admit that Powers is the fastest on earth, but they do not give you quality." The photo-engraving buyers have learned that this was merely spurious opposition.

Powers again offers an innovation to the photo-engraving buyers, A RADICALLY NEW PROCESS NEVER BEFORE THOUGHT OF. It is such a success and such a surprise that even the Powers Engraving Company is astonished.

Opposition salesmen have again come forth with subterfuge. They are saying: "Why there is no new process. These alleged new processes have been tried over and over again."

The public knows that what Powers say can be relied upon. The Powers Engraving Company now finish a combination wash and pen drawing, including silhouettes and vignettes, with one negative or one operation, doing away with all the patchwork or joining of negatives, and the resulting plate-work is without the errors that accompany other methods. Further, the engraving is completed many times faster than was heretofore possible, by a straight-down double-depth method, which gives the printer or electrotyper a much deeper etched halftone that contains absolutely every gradation and all the modeling of the original copy, with the high-lights dropped out when so desired.

The fact that Powers is behind this statement is all the public requires. It is admitted that no other engraving establishment in Greater New York can accomplish this result.

Your remedy is to convince yourself that the opposition salesmen are not stating facts. It is for you to send a copy to the Powers establishment and have returned to you the plate-work at any time you mark on the copy, however unreasonable the time may seem to you, and if the result is superior to anything that you have ever obtained, AS IT WILL BE, you have conclusive evidence of the wonderful value of the new process.

You may either write or 'phone an appointment enabling us to complete our proposition, which includes the true three-color process.

POWERS ENGRAVING COMPANY

The Color Plates now running on the Swink Presses exhibited by George Damon & Sons, Booth 72, are the product of the Powers Engraving Company.

things, Charles Emory Smith came to the direction of the Press in 1880 fresh from fifteen years' experience in the journalism of Albany. When Mr. Smith came to the Press it was a daily paper of eight six-column pages the same size as when Mr. Wells bought it in 1877. Not only was the editorial page marked by the most trenchant statements of the national policies, but in addition Mr. Smith continued to take an active part in the great presidential campaigns, his counsel and advice being sought for and his unique gifts as an orator calling him to the front where the contest was the fiercest.

As a result of the wide range of his public services, Mr. Smith was sent abroad to represent his country as Minister to Russia from 1890 to 1892. But his most signal and distinguished services to the country were rendered when at the pressing request of President McKinley he became a member of his cabinet in the spring of 1898, at the outbreak of the war with Spain. Mr. Smith's position was really that of general advisor to the President, but he was charged with the portfolio of the Post Office Department. He remained in office all through the Spanish war, retiring in 1902 to take up, untrammeled, his editorial career.

CHARLES W. KNAPP.
President of The St. Louis Republic.

During his mission to Russia Mr. Smith not only dealt with various diplomatic questions that arose from time to time between Russia and the United States, but also managed the large contributions of money and shiploads of supplies sent by the American people for the relief of the sufferers from the great Russian famine.

Returning to his chosen work after a practical cabinet experience and close association with two Presidents, Mr. Smith made the Press even more markedly than in Mr. Forney's time a paper that was in close touch with men and affairs the country over—soundly Republican, but independent of the schemes of any one man or group of men within the party. Mr. Smith died as editor-in-chief of the Press in 1908.

THE WASHINGTON STAR.

December 16, 1852, the Evening Star made its first appearance on the streets of Washington, a four-page, five-column newspaper, whose meager size may have seemed to believe the ambitions prospectus of its proprietor, Joseph B. Tate. He said:

"The Star is designed to supply a desideratum which has long existed at the metropolis of the nation. Free from party trammels and sectarian influences, it will preserve a strict neutrality, and whilst maintaining a fearless spirit of independence, will be devoted, in an especial manner, to the local interests of the beautiful city which bears the honored name of Washington, and to the welfare of the large and growing population within its borders."

In 1867 the Star passed into the hands of a company composed the Crosby S. Noyes, C. B. Baker, Samuel H. Kauffmann, Alexander R. Shepherd and George W. Adams, who purchased it from W. D. Wallach, the successor of J. B. Tate. The address to the public, prepared by Crosby S. Noyes, who remained editor until his death in 1908, thus defined the policy of The Star:

"We mean that it shall be independent, out-spoken, honest, expressing itself freely upon all questions of public interest, but always, we trust, with fairness and good temper. The time has come when Washington city can, by right of her population and business, demand a paper devoted essentially to her interests. * * * As a newspaper we mean that The Star shall occupy the front rank. * * * As a local paper The Star has been unrivalled, and we shall take due care that its universal reputation as 'the best local paper in the district' is fully maintained."

CHARLES M. PALMER.
The Newspaper Broker, Publisher and Expert on Newspaper Values.

Thus the policy of The Star, stated in 1852, in 1867 and in 1908, has remained unchanged. How successful The Star has been in carrying out these purposes is indicated by the fact that it is now in its sixty-first year of existence, the oldest newspaper in Washington by many years, the most prosperous newspaper ever published there, and one of the most prosperous in the entire country.

Between The Star of 1852 and The Star of 1913 stretches a wide range of time, filled with many momentous events. Much history has been written in these six decades, and The Star has borne its part in the narration of the stirring tales of successive national changes and crises. Published at the Capital city, it affects, through the use made of its news and editorial columns by the correspondents there stationed, the thought currents of the American people. And in this field it commands respect because of the high principles which animate its conductors. A newspaper is a composite of the characters of those who produce and manage it, and in this respect The Star stands as one of the most conspicuous examples of constructive American journalism. Seeking the best workers, it has always sought to retain them in its service, and the staff of The Star is chiefly composed of men and women who have been long on its rolls, who have absorbed its traditions and have devoted themselves unselfishly and loyally to the execution of the policies of its owners and directors.

In point of material prosperity The Star has been richly rewarded. It is supreme in its field in both advertising patronage and circulation. It goes directly into the homes of Washington, where it is a family friend. Appealing wholesomely to all classes and ages, it is read by a larger percentage of the people of its publication field than is any other newspaper in the United States, and its publishers feel to-day that they have amply justified the prospectus of 1852, and have been instrumental in the development of "the beautiful city that bears the honored name of Washington."

THE PROVIDENCE BULLETIN.

In the history of New England journalism the Providence Journal and the Evening Bulletin, both under the same management, are two newspapers that have occupied a commanding position ever since they were started. This prominence has been continued in a most striking manner up to the present time.

The Providence Journal was founded in 1829 as a daily newspaper. The Evening Bulletin, which celebrated its 50th anniversary last January, is entirely different in make-up, contents, editorial page, etc., from its morning contemporary, and, in point of size is one of the largest daily newspapers in America, printing an average number of pages ranging from 24 to 46 per issue. Both papers are independent.

The Providence Journal has had a notable career, and among its editors have been several men who subsequently have acquired a national reputation. United States Senator Henry B. Anthony was for many years an editor of the Journal, and during the entire period of the Civil War the stirring editorials which aroused Rhode Island to a full sense of its national duty came from the pen of James B. Angell, who was editor of the paper from 1860 to 1865, and who afterwards became the famous president of the University of Michigan.

DAN R. HANNA.
Owner of the Morning Leader and the Evening News of Cleveland.

During its eighty-four years of activity the Journal has occupied five homes. The present Journal building, which was completed six years ago, is a magnificent fireproof, terra cotta and marble structure of three stories, standing in the heart of the city, and contains what is believed to be the most handsomely equipped and largest business office connected with any newspaper in the United States.

Both papers handle an immense amount of local and foreign advertising, as evidenced by the fact that in 1912 they stood eighth on the list of publications of the United States in the quantity of advertising printed, carrying nearly 3,000,000 lines more than any other paper in New England.

THE PAWTUCKET (R. I.) TIMES.

The zone of this paper's influence is in the gateway of New England's most densely populated division—the center of the world's greatest and most diversified industrial activities. Through this and other geographical conditions, coupled with its own intrinsic qualities, the Times occupies a unique if not remarkable position in the newspaper field

It is the only daily published in Pawtucket, a city of 50,000, the second city of Rhode Island, and noted for the skill, enterprise and diversity of its manufacturing. This paper for years served without a rival two adjoining cities, Pawtucket and Central Falls, with a combined population of 75,000. Furthermore, in a business way the Times is supported by the mercantile advertising of three distinct cities, deriving from Providence merchants in point of expenditure an amount equal to that received from all other like sources.

The Net Paid Circulation of the Week-Day Issues of the

New York American

Now Exceeds 280,000 Copies

of which more than 233,000 copies are sold in the Metropolitan district (these figures are exclusive of all unsold copies of every description).

During the last twelve months the circulation of the New York Morning American has increased more than that of **all** the other New York morning newspapers **combined.**

The net paid City circulation of the New York American (week day issues only) exceeds by at least 25,000 copies the **combined** circulation of **four** of the seven New York morning newspapers.

GREATEST QUANTITY OF QUALITY CIRCULATION

The SUNDAY AMERICAN'S average paid circulation last month (deducting all unsold copies) was 793,868.

NOTHING SUCCEEDS LIKE CIRCULATION

The Hartford Courant

¶ The Hartford *Courant* is the most influential newspaper in Connecticut.

¶ It is the only morning newspaper in Hartford.

¶ It carries all the best advertising in its field.

¶ It is delivered into all the best homes.

¶ *Its sworn average daily circulation for the entire year of* 1912 *was* 16,533 *copies.*

¶ It completely covers Hartford's shopping zone.

¶ Its columns are clean of any questionable advertising.

¶ It leads all other New England newspapers in *amount of financial* advertising.

¶ You want results. Your first choice in Hartford should be the *Courant.* If not already using it see that it is on your next list.

The Hartford Courant Co.

FOREIGN ADVERTISING REPRESENTATIVES:

CHARLES H. EDDY - - - Metropolitan Bldg., NEW YORK
CHARLES H. EDDY - - - - 723 Old South Bldg., BOSTON
EDDY & VIRTUE - - - - Peoples Gas Bldg., CHICAGO

The Providence Tribune

EVENING AND SUNDAY

Published in one of the finest evening newspaper fields in the country.

You cannot do justice to your clients if you do not use

The TRIBUNE

The United Press Association

By ROY W. HOWARD.

Two ideas are responsible for the existence to-day of the United Press Association, the younger of the two great American news agencies. One of these is the belief that the demands of the evening newspaper publisher can best be met by an agency devoting its whole effort to the interest of afternoon papers. The other is the belief that news is a commodity that should not be controlled by an institution likely to limit the number of newpapers in the country.

These two ideas, crystallizing in 1907, resulted in the organization, in June of that year, of the United Press Association, which, starting in with a clientele of about three hundred papers, continued to develop, until to-day the organization is serving upwards of five hundred papers, has become the largest exclusively-afternoon news service in the world, with the largest clientele of afternoon papers ever served by a single agency.

While the natal year of the United Press Association was 1907, the events leading up to the present organization, started about ten years previously, immediately following the disintegration of the old United Press, a concern which was in no wise connected with the present organization. When the old United Press broke up, a number of its members were unable to get into the Associated Press at that time. Some other publishers who could have gone in, declined to do so for reasons of their own. Among these was E. W. Scripps, head of the Scripps-McRae League of newspapers in the Middle West. By way of inducement it was pointed out to the Scripps-McRae papers that the new organization would result in an arrangement so tight as to make it impossible for any new paper to be started in any of the cities where there were Associated Press members. This argument which had appealed very strongly to many of the leading publishers of the country, was all that was needed to clinch the already-formed opinion of E. W. Scripps, that he did not want to get into the big agency which, by its very form of organization, would interfere with his own plans for increasing his chain of newspapers.

As a result E. W. Scripps declined to enter the Associated Press and instead, started on a very small scale, an organization of his own, known as the Scripps-McRae Association. This organization, having as a nucleus the Cincinnati Post, the Cleveland Press and the St. Louis Chronicle, was confined to a very small group of Middle Western papers.

At about the same time, J. B. Shale was gathering up those papers in the East, who for one reason or another had been unable or unwilling to go into the Associated Press, and organized them into an association which he called the Publishers' Press. Unlike the Scripps-McRae Press Association, which served only afternoon papers, the Publishers' Press served both a morning and an evening clientele. Four or five years later another organization, known as the Scripps-Blader Press Association, whose product consisted solely of a pony report filed to San Francisco from Chicago and relayed from there to a few struggling Pacific Coast papers, was organized. Later the name of this organization was changed to the Scripps News Association.

For a number of years these three little agencies, each with an independent management and organization, struggled along under a loose and unsatisfactory working agreement, calling for an interchange of news among the three. No one of the organizations had ever become profitable from a commercial standpoint, and no one of the three was a serious contender for first honors in its field.

Having gone on in this fashion for ten years without any one of the three having shown signs of ever becoming really efficient, the management of each of the three concerns, saw the wisdom and necessity for consolidation into a single organization. The result was the merging of the three concerns into the United Press Association in June, 1907. H. B. Clark, who had been president of the Scripps News Association was chairman of the board of directors and entrusted with the organization of the business side. John Vandercook, who had been assistant general manager of the Publishers' Press, following a seven-year period as joint representative in London of the Publishers' Press and Scripps-McRae Press Associations, was made president and general news manager. A board of directors chosen from the three concerns and from publishers of some of the more active papers in the new organization, was elected and the United Press started on its way.

ROY W. HOWARD,
Chairman of the Board of Directors of The United Press.

Before the start had been formally made, however, H. B. Clark, who was strong in the belief that the big development in the newspaper field was to take place among afternoon dailies, had started the work of eliminating the night service of the Publishers' Press. As fast as contracts lapsed or could be closed up, this night service was abandoned, and before the end of the first year, the entire organization of the United Press was geared up on an afternoon basis, the only exception being made in the case of Sunday morning papers, it being found that the large number of afternoon dailies having Sunday morning editions, necessitated continuation of this one-night report.

Whereas press associations serving both morning and afternoon papers had always been in the habit of giving "thirty" on the afternoon report at about 4 o'clock, the United Press immediately continued its service late into the afternoon, until such an hour as all baseball games, races and other daylight sporting events had been concluded. In this sporting service we included all big news bulletins, so that in effect the United Press report became a twelve-hour service, and with the widening of its scope came a more determined effort on the part of the management to make its report a complete record of all the day's news happenings.

With five hours difference in time in its favor on all European events, with the early closing of courts, legislative bodies, markets, etc., this task became much easier once the hours were lengthened to include sporting news, which along about this time came to be in much greater demand by afternoon publishers than ever before.

The direct result of the "To-day's News To-day" policy was attracting to the younger organization the notice of many members of the older organization, and the rapidly growing list of clients was soon swelled by the addition of a number of the leading papers of the country, which while members of the Associated Press found much in the different character and quality of the rival report to hold their attention and patronage.

With the growth of the day and Saturday night service came an extension of the leased wire and pony business of the young concern and a corresponding increase in the number of bureaus from which the leased wire report was condensed and relayed to the pony clients. The leased wire system of the Publishers' Press, which had embraced the territory up and down the Atlantic seaboard and as far west as Pittsburgh, was pushed across into Canada. The system of trunk wires, which at the inception of the Scripps-McRae Press Association had gone no farther South and West than St. Louis, and no farther North than Chicago, had extended southward through the Mississippi Valley, were made to tap Oklahoma and Texas; had been pushed northward to St. Paul and Minneapolis, and westward to Kansas City, Omaha and Denver.

The little pony circuit on the Pacific Coast of the old Scripps-Blades Press Association developed first into a leased wire from San Francisco and Los Angeles. This was later pushed northward to Portland, Seattle and Vancouver, and southward to San Diego. Meanwhile expansion was made to the East, and the leased wire report was picked up at Denver. The two struggling little organizations of 1897, with a clientele of from 150 to 200 clients, had developed into a national organization touching every State and section of the Union.

From half a dozen cities, which had been the strategic points of the organization at its birth, the list of United Press bureaus at which the report is relayed and pony reports filed has grown until to-day it embraces the following cities: Boston, New York, Albany, Philadelphia, Washington, Raleigh, N. C.; Pittsburgh, Cleveland, Columbus, Detroit, Indianapolis, Chicago, Milwaukee, St. Paul, Springfield, Ill.; St. Louis, Memphis, Tenn.; Des Moines, Ia.; Oklahoma City, Houston, Tex.; Lincoln, Neb.; Denver, San Francisco, Portland, Ore., and Los Angeles.

In 1908, less than a year after his election to the presidency of the concern, John Vandercook, its first general news manager, died. A few months later Roy W. Howard, who had been New York manager, was made general news manager to succeed Vandercook, and immediately went abroad to effect a reorganization of the foreign service. The first step in this direction resulted in a replacing of all foreign-born managers by American newspaper men who, while speaking the language of the country to which they were assigned, had the advantage of American ideas of news and of training in the United Press organization in this country.

Chief dependence was placed upon the United Press trained men located in London, Paris, Berlin and Rome, and to each of these was assigned the task of building up his own staff of independent correspondents. While the method proved an expensive plan and was not at all times satisfactory, owing to the necessity, in frequent instances, of depending upon native correspondents, whose idea of news values was anything but American, the plan, from the United Press point of view at least, proved infinitely more satisfactory than any that had been tried previously. Its especial value lay in the fact that it got away from the routine line of court chatter, governmental humdrum, and continental politics, and produced some real news of the common people of Europe and their activities.

As a reinforcement to the chain of American-manned bureaus, an alliance was made in London with the Exchange Telegraph Co., the largest English agency dealing solely in telegraph news. The Exchange Telegraph, having no governmental financial or semi-official connections, is, like the United Press, in an independent position and engaged independently in the collection of its own world's news.

In Berlin an alliance was made with the Hirsch Bureau. In addition to this, a working agreement was made with the Berlin Tageblatt, one of the strongest and most progressive of the big German dailies, by which access was had to the Tageblatt's news.

In Paris arrangements similar to those in Berlin were made with the Fornier Agency, a concern entirely independent of government control and dictation, and with Excelsior, one of the most progressive and up-to-date papers in the French capital.

AD COMPOSITION and TYPE CASTING

The Monotype

is the only type caster and composing machine that will cast and compose good type, as good as new foundry type, and for a production cost that makes it profitable.

AS A COMPOSING MACHINE the Monotype is the most economical and serviceable in the newspaper advertising department. It provides the advertiser with the faces he wants and in any desired combination.

AS A TYPE CASTER it is the only machine that has an adequate assortment of its own matrices (1,050 fonts) which are furnished to publishers on the matrix library plan at a cost of $1.67 per font.

When you visit the National Printing and Advertising Exposition do not fail to see the Monotype exhibit of three machines in actual operation on news and advertising copy and casting type for the cases.

LANSTON MONOTYPE MACHINE CO., Philadelphia

THE WOOD DRY MAT

is the most important invention in stereotyping since the advent of the AUTOPLATE.

The day of the DRYING TABLE—steam or electric—has passed for all time. The quicker yours joins your HAND CASTING BOX on the scrap heap, the more rapid will be your growth and the greater your prosperity.

WOOD FLONG COMPANY

HENRY A. WISE WOOD, President BENJAMIN WOOD, Treas. and Gen. Mgr.

1 Madison Avenue, New York

BOARD OF DIRECTORS OF THE ASSOCIATED PRESS IN SESSION LAST TUESDAY.

Left to Right, Sitting.—A. C. Weiss, Charles A. Rook, W. H. Cowles, Samuel Bowles, V. S. McClatchy, Adolph S. Ochs, Herman Ridder, Charles W. Knapp, Frank B. Noyes, Victor F. Lawson, Charles Hopkins Clark, William R. Nelson, Thomas G. Rapier W. L. McLean and Clark Howell. Standing—Melville E. Stone, and Frederick Roy Martin.

American Newspaper Publishers and Associated Press Conventions.

Annual Meetings at Waldorf-Astoria Bring Together a Most Notable Gathering of Newspaper Men from Every Section of the Country—Record Attendance and Enthusiastic Optimism Features of All Sessions—Reports of the Proceedings—Speeches at Joint Banquet—Officers Elected.

A. N. P. A. MEETING.

The corridors of the Waldorf-Astoria during the past week have been crowded with newspaper men, advertising agents, special representatives, salesmen of printing presses and paper manufacturers, syndicate men and others who have something to sell to newspaper publishers. It is only when a political convention is on that so large a number of men ever get together on the floors of this popular hostelry. The holding of the Associated Press and the American Newspaper Publishers' Association conventions was the occasion of their presence in such large numbers.

Newspaper men are somewhat clannish in their proclivities and when they get together discuss few topics outside of their own business, the reason being that each is anxious to learn from his fellows anything that will help him in his own line of business.

CONVENTION WELL ATTENDED.

In the crowd were the faces of men who have attended every convention of the A. N. P. A. since it was organized. Every section of the United States and the principal provinces of Canada were represented. The cigar counter man said he had rarely ever seen in the hotel a more prosperous looking body of men.

The convention was called to order soon after 11 o'clock by Elbert H. Baker, publisher of the Cleveland Plain Dealer. The president's address will be found on page 103.

Among the topics discussed during the morning session were the following: "What has been done by members of the A. N. P. A. in the line of editoring, restricting or eliminating the advertisers of medicines or remedies?" and "Is the question of uniform rate cards and a uniform discount rate submitted by the advertising agents' committee for discussion of interest to members?"

SPECIFICS GET ATTENTION.

During the discussion of the former question it was brought out that quite a large proportion of the newspapers have either put up the bars entirely against patent medicines or have adopted rules for the elimination of those that they consider to be of an objectionable character. It was contended by some of the speakers that it was unfair to place all of these medical preparations in the same category. Some of the simple family remedies that have been sold by the druggists for years and have been found to possess signal virtues were, it was claimed, as legitimate merchandise to offer for sale as many of the so-called patent foods, to which no objection has been made.

No action was taken by the association on the matter.

The second question was debated at some length, but the views of the members were so conflicting upon some of the points involved that no formal decision was reached as to what was the best policy to pursue.

COMMITTEE ON ADVERTISING.

An invitation from Charles C. Moore, president of the Panama-Pacific Universal Exposition, was read, asking the association to hold a meeting on the Coast in 1915. As the by-laws of the association require that the annual meeting shall be held in New York, it is not probable that the association will accept the invitation as a body.

A committee was appointed to confer with the Daily Newspaper Association in regard to advertising promotion methods and to discuss various advertising schemes. The committee consisted of J. F. MacKay, business manager of the Toronto Globe; E. V. Alley, advertising manager of the New Bedford Evening Standard; H. C. Adler, secretary of the Chattanooga (Tenn.) Times, and C. C. Marquis, business manager of the Bloomington (Ill.) Pantagraph. This committee met the representatives of the Daily Newspaper Association, the United Newspapers and the National Newspaper Association during the lunch hour and listened to the various suggestions made by them.

WEDNESDAY AFTERNOON.

At the afternoon session, called to order at 2 o'clock, the reports of four committees were read, accepted and discussed.

Jason Rogers, publisher of the New York Globe, presented the report of the Committee on Co-operative Fire Insurance. He was able to announce that thirty members of the A. N. P. A. had already insured their properties on the co-operative plan, known as the Association Exchange. The insurance carried by them, Mr. Rogers reported, would be increased as soon as 100 members of the association had followed their example, this being the number necessary to establish the co-operative plan independently of the companies now carrying these contracts.

Mr. Rogers' report was highly satisfactory to the members present and took an optimistic view on the ultimate advantages to be derived from this sort of fire insurance. He pointed out that already thirty-five industrial and commercial groups in the United States had made a success of co-operative fire insurance, combining low premiums with maximum protection.

CO-OPERATIVE FIRE INSURERS.

Following is a list of members of the A. N. P. A. who have been insured by the exchange of the association:

Plain Dealer, Cleveland, O.; S. W. American, Fort Smith, Ark.; Bulletin, San Francisco, Cal.; News, Macon, Ga.; News, Savannah, Ga.; Inter-Ocean, Chicago, Ill.; Post, Chicago, Ill.; Daily News, Chicago, Ill.; Journal, Peoria, Ill.; State-Register, Springfield, Ill.; Times, Leavenworth, Kan.; Eagle, Wichita, Kan.; Post, Louisville, Ky.; Item, New Orleans, La.; Standard, New Bedford, Mass.; Patriot, Jackson, Mich.; News, St. Joseph, Mo.; State-Journal, Lincoln, Neb.; Journal, Elizabeth, N. J.; Eagle, Brooklyn, N. Y.; Leader, Cleveland, O.; Telegram, Youngstown, O.; Signal, Zanesville, O.; Telegraph, Harrisburg, Pa.; German Gazette, Philadelphia, Pa.; Dispatch, York, Pa.; States, Columbia, S. C.; Chronicle, Houston, Texas; Spokesman-Review, Spokane, Wash.; Journal, Milwaukee, Wis.; Times, Victoria, B. C.

SECOND CLASS MAIL.

The report next heard was presented by the Committee on Second Class Postage, of which Don C. Seitz, of the New York World, is the chairman. The constitutionality of the present law having as yet not been established, further action in the premises could not be undertaken for the time being. Mr. Seitz dwelled extensively on the imperfections of the system now applied by the Post-office Department.

John Norris, chairman of the Committee on Paper, confined his report to a discussion of the changes expected from the modification of the paper schedules. Due to the fact that Congress has as yet done nothing definite in the general revision of the tariff

(*Continued on page 102.*)

ASSOCIATED PRESS.

The annual meeting of the Associated Press held at the Waldorf-Astoria, New York, on Tuesday was more largely attended than any other convention in the history of the organization, fully 300 members being present when President Frank D. Noyes, of the Washington Star, called the association to order.

Those attending represented every section of the United States. Among them were R. A. Crothers, publisher of the San Francisco Bulletin; Alden J. Blethen, president and editor of the Seattle (Wash.) Times; Amon G. Carter, of the Fort Worth (Tex.) Record; R. M. Johnson, editor of the Houston (Tex.) Post; J. M. Thomson, of the New Orleans Item; Victor F. Lawson, editor and publisher of the Chicago Daily News; Frank P. Glass, publisher of the Montgomery (Ala.) Advertiser; Bruce Haldeman, business manager of the Louisville (Ky.) Courier-Journal; C. W. Knapp, president of the St. Louis Republic; F. N. Dow, president of the Portland (Me.) Evening Express; Col. Charles H. Diehl, publisher of the San Antonio Light; Frank P. McLennan, publisher of the Topeka State Journal.

One of the regular attendants at the A. P. conventions who was missed this year was Gen. Charles H. Taylor, editor of the Boston Globe, who was in poor health the past winter but is now much better.

Two sessions were held during the day. In the morning reports of the board of directors, Melville E. Stone, the general manager, and the Auditing Committee were submitted. The report of the board of directors was as follows:

"The year 1912 was an exceptional one in respect of news development. The American political campaign presented difficulties greater than had been met by the association in any former contests. There were three national conventions for the nomination of Presidential candidates. Two of them lasted twice the customary length. Both before and after the conventions aspirants for the Presidency made extended canvassing tours about the country. In the end, party lines were so broken that the result of the general election was doubtful in an unusually large number of States. These conditions not only involved a notable test of the efficiency of the organization, but also imposed an extraordinary outlay exceeding $35,000.

"There were revolutions in Mexico and China, and wars in Tripoli and the Balkan peninsula, all of which events called for uncommon effort and expense. It is gratifying to be able to report that all of this work was performed in a wholly satisfactory manner and well deserving the general commendation which was received from the membership.

REVISION OF ASSESSMENTS.

"The revision of assessments based on the government census of 1910 was made generally effective beginning with the first week of February, 1912. The result has been the elimination of a financial shortage such as was shown for the year 1911, its place being taken by an excess of receipts over expenditures for 1912 of $49,734.57.

"The balance sheet and income account which follow show that the excess of liabilities over assets amounted to $31,379.54 on Dec. 31, 1912. This condition has since been reversed, the assets now exceeding the liabilities, with no charges other than the current bills of telegraph and telephone companies outstanding and a reasonable supply of cash in the bank.

"On Feb. 1, 1913, adjustments were made in the salaries and working time of operators. These involved a gross increase of $51,300 per annum. Where former salaries appeared to be equitable and a smaller number of hours a week could be arranged, the working time was reduced and the salary was not changed. Where no reduction in hours could be made, increases in salary were allowed. During the year vigorous effort has been made to raise the standard of the personnel of the operating department. The new conditions of employment brought about by the readjustment will make possible further improvement in this direction. The efficiency of our service is distinctly dependent upon the faithfulness of our operators, whose loyalty amply justifies the increased wages we have paid them. The increases in assessments made necessary by this adjustment of salaries were accepted cheerfully by the members, virtually without exception.

DIVISION OF EXECUTIVE WORK.

"During the year the general manager divided the executive work among three departments—News, Traffic and Finance. The heads of these departments, with the general manager and assistant general manager, meet in daily conference, of which records are maintained. Valuable results of this subdivision of responsibility have been to enable the general manager to secure prompt and thorough investigation of all matters demanding it, effective co-ordination between departments and divisions, many economies of effort and expenditure and closer inspection of the countless details of management.

"It also has been found necessary to strengthen the personnel of the editorial forces at various relay points in order to assure better and more rapid service. While this has involved a certain increase in salaries, and therefore in the general expense account, it has been amply justified by a marked improvement in the character of the report as it has reached the newspapers.

"An expert study of the efficiency of the business management of the organization was ordered. An exhaustive investigation followed and lasted over a year. The association is to be congratulated upon the facts that the experts selected have reported in the highest terms of praise upon the accounting methods, and the conclusions in general of the whole inquiry have been highly commendatory.

866 MEMBERS IN 1912.

"The Advisory board of the Western Division and members on several State circuits have met and their suggestions have been helpful. The directors beg to call attention to the fact that all the advisory boards are not meeting in accordance with the resolution passed by the members on April 20, 1909. That resolution prescribed among other things that each chairman should call a meeting of his advisory board at least once a year, thirty days prior to the December meeting of the board of directors, that notice of said meeting should be sent to each member of the division thirty days in advance, and that each chairman should submit a report at the December meeting of the board.

"At the close of the year we had 866 members, a gain of thirty-six during 1912. We had 319 morning papers, 493 evening papers and forty-four Sunday papers on the Continent, six papers

in Cuba, two in Hawaii and two in Mexico."

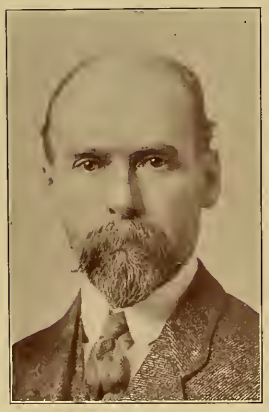
The report of the auditing committee showed that the total income of the association during the past year was $2,958,030.33, of which $2,949,568.28 came from assessments, $6,182.57 from interest account and $2,189.48

HERMAN RIDDER.

from fines. The expenses and charges for the year were as follows:

Foreign News Service....	$237,722.78
Incoming News Service....	216,822.84
Outgoing News Service....	1,804,241.07
General expenses—	
Salaries	509,201.17
Office	137,553.84
Depreciation, office furniture and fixtures, 10 per cent.	2,754.06
Total	$2,908,295.76
Net income for the year ending Dec. 31, 1912.....	$49,731.57

After the above reports had been read, they were adopted without debate by the convention. The following di-



CONDE HAMLIN.

rectors were re-elected for a term of three years, without opposition:

DIRECTORS RE-ELECTED.

Charles Hopkins Clark, Hartford (Conn.) Courant; Charles W. Knapp, St. Louis Republic; Clark Howell, Atlanta Constitution; V. S. McClatchy, Sacramento Bee; Charles A. Rook, Pittsburgh Dispatch. Samuel Bowles, of the Springfield (Mass.) Republican, was elected for two years to fill the unexpired term of Frederick Roy Martin, who resigned, to become assistant general manager of the service.

The following advisory boards also were elected:

EASTERN DIVISION—E. H. Butler, Buffalo News; John R. Rathom, Providence Journal; Ogden Mills Reid, New York Tribune; George S. Oliver, Pittsburgh Chronicle-Telegraph, and V. C. McCormick, Harrisburg Patriot. Nominating Committee—A. R. Kimball, Waterbury (Conn.) American, and W. E. Gardner, Syracuse Post-Standard. Auditing Committee—W. H. Dow, Portland (Me.) Express.

CENTRAL DIVISION—Arthur Capper, Topeka (Kan.) Capital; H. M. Pindell, Peoria (Ill.) Journal; Ernest Bross, Terre Haute Star; Gardner Cowles, Des Moines Register and Leader, and R. F. Wolfe, Columbus (O.) State Journal. Nominating Committee—Thomas Rees, Springfield (Ill.) State Register, and P. E. Burton, Joplin (Mo.) News-Herald. Auditing Committee—Lewis H. Miner, Springfield (Ill.) State Journal.

SOUTHERN DIVISION—James R. Gray, Atlanta Journal; Frank Glass, Montgomery Advertiser; Bruce Haldeman, Louisville Courier-Journal; Robert Ewing, New Orleans States, and H. C. Adler, Chattanooga Times. Nominating Committee—W. J. Crawford, Memphis Commercial Appeal, and R. M. Johnson, Houston Post. Auditing Committee—James M. Thomson, New Orleans Item.

WESTERN DIVISION—A. J. Blethen, Seattle Times; C. A. Morden, Portland (Ore.) Telegram; A. N. McKay, Salt Lake Tribune; I. N. Stevens, Pueblo Chieftain, and S. F. Hogue, San Francisco Post. Nominating Committee—W. A. Bower, Anaconda Standard, and J. F. Conners, Oakland Tribune. Auditing Committee—E. H. Callister, Salt Lake Herald-Republican.

The afternoon session was very brief and was devoted entirely to the reception of the report of the tellers who counted the votes for the directors.

Nothing but routine business was discussed during the two sessions of the convention. If the members had any grievances they did not bring them forward at this time. It was expected that some remarks would be made upon the service of the association, but apparently all of the members were so well pleased with the service they are receiving that they had no fault to find, or, if they did, they did not regard it as of sufficient importance to present it on the floor of the convention. The annual meeting of the board of directors was held on Wednesday.

At the meeting of the Board of Directors of the Associated Press on Tuesday the officers and members of the Executive Committee were re-elected for the ensuing year. Following is the list:

President, Frank B. Noyes, Washington Star; first vice-president, Charles H. Taylor, Boston Globe; second vice-president, Crawford Hill, Denver Republican; secretary Melville E. Stone, New York City; assistant secretary, Frederick Roy Martin, New York City; and treasurer, R. J. Youatt, New York City. The Executive Committee consists of Charles A. Rook, Pittsburgh Dispatch; Charles Hopkins Clark, Hartford Courant; Charles W. Knapp, St. Louis Republican; Frank B. Noyes, Washington Star; W. L. McLean, Philadelphia Bulletin; Adolph S. Ochs, New York Times, and Victor F. Lawson, Chicago Daily News.

PRESS CONVENTIONS.

(*Continued from page* 101.)

planned, the committee in charge was continued.

PRESS AGENT LOSES OUT.

The press agent was given considerable attention in the report made by the committee appointed last year to busy itself with him. The report pointed out that the four years now devoted to the elimination of the free-space-getter had been very profitable, and that much advertising had been developed where formerly the press agent had been relied upon to secure free publicity.

PRESS AGENT LOSES OUT.

L. B. Palmer, manager of the A. N. P. A., in speaking of this report, said that the efforts of the association in this field had brought excellent results to its members. The sources and motives of uninvited contributions to newspapers have been fully identified and many of the worst offenders along free publicity lines, such as big public service corporations and large manufacturing concerns, have been shown that their purposes are accomplished in a better and cleaner manner by using advertising space.

The afternoon session ended at 4.30 o'clock, after a report on the suggested amalgamation of the United Newspapers, Associated Newspapers and the Daily Newspaper Club with the A. N. P. A. had been considered and deferred for future action.

THURSDAY MORNING.

More than 230 members had registered before the morning session was concluded, showing that interest in the convention increased as the sessions advanced. The first hours of the day were given over to the subject of labor. H. N. Kellogg, chairman of the special standing committee submitted the committee's report, which showed that much had been done to bring publishers and employees closer together.

The report showed that a large number of contracts with the labor unions had been signed, and many disputes arising out of the relations existing between publisher and employes had been settled, and that the Chicago pressmen's strike had been adjusted to the satisfaction of both sides.

The committee called attention to the fact that during the year many offices had adjusted the open pressroom plan.

During the morning two leading labor representatives were heard. James M. Lynch, president of the International Typographical Union, told the members that the union thought that the printers' apprentices were not given sufficient time to properly learn the printing business. He asked that the members give the boys a better opportunity. Many of the members were in favor of Mr. Lynch's suggestion.

James J. Freel, president of International Stereotypers and Electrotypers' Union, in his address, dwelt at some length on the pressman's strike in Chicago last year. He said that the board of directors of his organization had endeavored to prevent the local stereotypers from joining the pressmen in a sympathetic walk-out, but had not succeeded. Because they did go out, their charter was revoked and a new local organization formed.

THURSDAY AFTERNOON.

In the afternoon the annual meeting of the stockholders of the association was held.

It was decided to reorganize the association and incorporate it under the membership laws of the State of New York, instead of the business laws under which it was formed. A new set of by-laws was adopted. These by-laws were prepared for the benefit of those who might be interested in the organization, and proved, as Charles H. Taylor, of the Boston Globe, laughingly remarked, that "the association is not a trust."

During the afternoon session another representative of a labor union was heard, Matthew Wool, president of the International Photo Engravers Union. He said that the relations between the members of his union and the publishers throughout the entire country were most friendly, and that both sides were to be congratulated on the peaceful situation.

There was a further discussion of the labor situation, but no votes were taken looking toward any definite action.

The mailing situation, which affects the publishers in two important ways, was referred to a committee, of which Don C. Seitz is chairman. These questions concern the consolidation of various post office branches by the Post Office Department, the result of which interferes with the distribution of

OSWALD G. VILLARD.

papers, and the zone rates, which affect second class matter.

The question as to whether the association should form two classes, and thus take in a large number of small dailies throughout the country, was discussed, and will be decided upon by a committee which will report to the directors. This committee consists of John T. Mack, of the Sandusky (O.) Register, chairman; Louis H. Miner, Frederick H. Stevens, Milow W. Whitaker and E. P. Adler.

Other topics taken up, but upon which no definite action was taken, were the tendency of national advertisers to insert in their contracts clauses which afford them a rebate if the circulation falls below the guarantee; the good

ADOLPH S. OCHS.

points in cost agitation to publishers, as now enjoyed by some printers; the advisability of employing efficiency experts, and a comparison of costs between publishers.

Talk of the abolition of the paper committee was set at rest when it was decided to permit the present paper committee to continue in its present form until the present tariff bill is enacted, then the committee's work will

(*Continued on page* 116.)

CHAS. S. DIEHL,
President The San Antonio Light.

N. Y. Herald on Paper Cost.

In an editorial yesterday The New York Herald said:

"The three hundred and odd editors and publishers of American newspapers who are in the city have had presented to them two object lessons which very probably will make a deep impression.

"As they have read the announcement of the Philadelphia Public Ledger that it will cease to be a one cent newspaper on May 1 and raise its price to two cents because it is worth more than one cent and because the newsdealers who handle it are entitled to a greater profit than they can possibly realize on a one cent paper.

"The Public Ledger has the courage of its convictions. It is no trifling matter to depart from a one cent basis and double the price of a daily morning newspaper in a city where all other morning newspapers are sold for one cent and the Public Ledger will have in competition four excellent one cent newspapers.

The Brooklyn Eagle, a successful three cent afternoon newspaper, in commenting on this matter shows that the one cent newspaper finds after grinding the newsboy hard, that it only gets enough from its circulation to pay for the white paper, while the two cent, three cent or five cent newspaper is able to treat the retailer fairly and yet be able to divide the cost instead of letting it fall on the advertiser alone.

"We believe that many of the papers now sold at a cent would raise their price but for the fact that they are holding on in the hope that the tariff bill will cheapen the price of white paper—a remote contingency."

W. J. PATTISON.
The New York Evening Post.

MR. BAKER'S REPORT.

President of the A. N. P. A. Is Highly Pleased with Work Done—Wants Members to Make Better Use of Service Offered.

President Baker's annual report was as follows:

In presenting a brief report for the year now closing, I will do little more than call your attention to the work of the several committees, depending for the details of operation upon the report from each, which will be presented later for your consideration.

I desire at the outset to express my very high appreciation of both the volume and quality of work now done by our New York office under the supervision of L. B. Palmer, our general manager, and his corps of assistants. The demands upon the office are many and complex, and call for patience, tact and executive ability of no mean order. In expressing to you my appreciation of the services rendered, I am constrained to call upon our members to study more carefully its central office, the opportunity for information and service which is there at the command of each member, and to urge our members, one and all, to make freer use of its many departments. Members of the association might often save themselves much annoyance and a considerable sum of money if they would more fully avail themselves of the credit ratings, the collection department, and the general information at command by return of mail or wire.

AS TO CONFIDENTIAL INFORMATION.

I cannot too strongly urge our members to treat all information coming from the central office as strictly confidential, and especially to see that code books are not permitted to fall into hands other than those for whom intended.

One of the important events of the year was the attachment of a rider to the Postal Appropriations Act, which has been regarded by our members as an invasion of private rights. The matter was immediately brought to the attention of our members, a meeting of the board was held, and the entire matter placed in the hands of a special committee which has given the matter unremitting attention and has made every effort to safeguard the rights and interests of the members of this association. As you know a suit is now pending which will determine the question.

Another important matter which has come up during the year is the question of re-incorporation of the association, which will be presented in detail for your attention and action. When this matter is presented in due course of business, I trust that we may not only have a large attendance, but that this question may be given careful consideration and that prompt action may be taken.

EXCELLENT COMMITTEE WORK.

The special standing committee has had many matters of importance to deal with this year, which will be covered in Mr. Kellogg's report and to which attention is invited. The committee has done excellent work, notably in connection with the strike at Chicago, and the sympathetic strikes which were threatened in many quarters as a result.

Following the report of the special standing committee last year, an educational fund was proposed and the entire matter was placed in the hands of a special committee. Unfortunately, the members of this committee were separated by some 2,000 miles, and it was therefore practically impossible to hold a meeting at which the matter could be properly discussed and necessary plans formulated.

When the Chicago strike was declared, and sympathetic strikes in many cities were threatened, it was fortunate to a degree that your president was able to deny in toto President Berry's statement that the A. N. P. A. had raised $1,000,000 and was engaged in an effort to disunionize every office in the association. A report, however, will be presented later, and it is still possible to inaugurate such a campaign as was proposed a year ago. In this time of comparative peace, and with no war cloud in sight, it is perhaps a better time to formulate a wise plan and to carry it to a successful conclusion, than when the air was surcharged with rumors of impending conflict. The feasibility of establishing an employment bureau either as a department of the labor committee, or in connection with the general office, might be worth consideration in this connection.

THE UNDERWOOD BILL.

The paper committee bids fair to see the results of its long and persistent efforts given a final expression in the Underwood bill, and to prove both the hard work done and the money expended well worth while. The price for print paper to-day is certainly in sharp contrast with the conditions facing our members when the committee commenced its aggressive campaign. A number of letters have been received during the year expressing the hope that it will soon be possible to materially reduce the expenses of the committee. This work is in able hands and I am sure that we can safely leave this question to their judgment.

It would be well if all of our members would closely study the work of our advertising agents' committee, and bring their several offices into closer touch with its work especially upon all matters relating to credits, collections and the persons, or firms to whom commission shall be granted. Much progress along these lines has already been made, but the best results can only be obtained by the most cordial co-operation.

The press agents' committee has done highly efficient work and the results are manifest in every well managed office in our association.

FIRE INSURANCE.

You will recall that a committee was appointed a year ago to establish within the membership of the A. N. P. A. a Mutual Fire Insurance Company. This committee has been active during the year, and a report showing substantial progress will be presented later. Judging from the results which are being obtained in many other lines of business, this matter is worthy of your earnest consideration, and I am sure that if this is given, the plan will enlist your approval, and that within the year to come, very marked progress will be made.

Not long ago the National Association of Advertising Managers invited our organization to join with the many others interested in advertising promotion, for the purpose of standardizing circulation bookkeeping, and to formulate some plan for auditing circulation that would save duplication of effort in this direction. Messrs. William H. Field, of the Chicago Tribune; W. J. Pattison, of the New York Evening Post, and George M. Rogers, of the Cleveland Plain Dealer, attended the meeting in New York as a committee from our organization and will in due time present a report to the association.

The A. N. P. A. has had a busy and a worth while year, closing this period with the largest membership in its history, and I am sure that our members may confidently look forward to a still broader activity and a larger usefulness during the coming year.

ROSTER OF VISITORS.

Following are the names of those registered:

Albany Evening Journal, John H. Lindsay, secretary, treasurer and manager.
Albany Knickerbocker Press, George J. Auer, secretary, treasurer and business manager.
Albany Times-Union, David A. Miller, publisher.
Anaconda Standard, W. A. Bower, treasurer and business manager.
Atlanta Constitution, Clark Howell, editor.
Atlanta Journal, Charles D. Atkinson, business manager.
Aurora Daily Beacon-News, A. M. Snock, president, business manager and treasurer.
Baltimore American, J. W. Stoddard, business manager.
Baltimore Sun, Charles H. Grasty, president, publisher and editor.
Bangor Daily Commercial, Joseph P. Bass, president and treasurer.
Birmingham News, Victor H. Hanson, president, publisher and business manager; Frank P. Glass, editor.
Boston Globe, Charles H. Taylor, Jr., manager and secretary.
Boston Transcript, W. F. Rogers, business manager.
Bridgeport Standard, Frederick H. Stevens, secretary and business manager.
Brooklyn Daily Eagle, Herbert F. Gunnison, business manager.
Brooklyn Standard Union, William Berri, president, publisher, treasurer and editor; R. F. R. Huntsman, advertising manager; Herbert Berri.
Brooklyn Daily Times, Richard C. Ellsworth, secretary, treasurer and business manager.
Buffalo Evening News, Edward H. Butler, Jr., publisher.
Charleston News and Courier, Robert Latham, editor.
Charleston Post, Alex. B. Kohn, business manager.
Charlotte Daily Observer, J. V. Simms, business manager.
Chattanooga Times, H. C. Adler, secretary, treasurer, publisher and business manager.
Chicago Daily Journal, Lester L. Jones, business manager and secretary.

COL. A. J. BLETHEN.
Proprietor of The Seattle Times.

Chicago Daily News, Victor F. Lawson, president, treasurer, publisher and editor; Hopewell L. Rogers, business manager.
Chicago Evening Post, D. E. Town, secretary, treasurer and business manager.
Chicago Record-Herald, A. D. Mayo, president, treasurer and publisher.
Chicago Daily Tribune, Robert R. McCormick, president and treasurer; William H. Field, business manager.
Cincinnati Enquirer, Edward Flicker, business manager.
Cincinnati Daily Times-Star, Chris. H. Rembold, secretary and business manager.
Cleveland Leader, Wm. P. Leech, publisher and editor; T. A. Robertson.
Cleveland Plain Dealer, Elbert H. Baker, general manager; George M. Rogers, business manager.
Cleveland Press, Chas. H. Fentress, business manager; W. O. Willinger.
Columbia State, F. C. Withers.
Columbus Dispatch, Robert F. Wolfe, president.
Danville Commercial-News, W. J. Parrett, secretary and business manager.
Des Moines Capital, Lafayette Young, Jr., business manager.
Des Moines Register and Leader, Gardner Cowles, president, publisher and treasurer; W. B. Southwell, secretary and business manager.
Detroit Free Press, W. H. Pettibone, business manager.
Detroit Daily News, H. S. Scott, treasurer and business manager.
Duluth Evening Herald, Anton C. Weiss, president, publisher and treasurer.
East Liverpool Evening Review, Louis H. Brush, president and publisher; F. J. Austin.
Evansville Courier, Percy P. Carroll, secretary and business manager.
Fall River Daily Globe, James F. Driscoll, publisher, business manager and secretary.
Fort Worth Star-Telegram, Louis J. Wortham, president and editor; Amon G. Carter, vice-president and general manager.
Grand Rapids Evening Press, George G. Booth, president; Edmund W. Booth, treasurer, editor and publisher.
Harrisburg Telegraph, E. J. Stackpole, president and treasurer; C. McCormick.

JUDGE LYNN J. ARNOLD.
The Albany Knickerbocker Press.

Hartford Courant, Chas. Hopkins Clark, president and editor.
Hartford Times, Clayton P. Chamberlain, vice-president and business manager.
Haverhill Evening Gazette, Robert L. Wright, treasurer and editor.
Hoboken Hudson Observer, A. L. Kohnfelder.
Houston Chronicle, M. E. Foster, president, general manager, publisher and editor.
Houston Post, R. M. Johnston, president and editor.
Indianapolis News, Hilton U. Brown, general manager.
Indianapolis Star, B. F. Lawrence, business manager.
Jackson Patriot, Milo W. Whittaker, treasurer and business manager.
Jersey City Jersey Journal, Walter M. Dear, secretary, treasurer, publisher and business manager.
Joliet Daily News, H. E. Baldwin, secretary, treasurer and advertising manager.
Kansas City Journal, Hal Gaylord, secretary and business manager.
Kansas City Star, W. R. Nelson, editor and publisher; Aug. F. Seested, business manager.
Kingston Daily Freeman, Jay E. Klock, president, editor, business manager and publisher.

E. J. STACKPOLE.
Publisher Harrisburg (Pa.) Telegraph.

Knoxville Sentinel, C. B. Johnson, president, publisher and business manager.
Los Angeles Times, Harry Chandler, business manager and treasurer.
Louisville Courier-Journal, John B. Wintersmith, treasurer; Bruce Haldeman, president and business manager.
Louisville Herald, William K. McKay, editor and treasurer.
Louisville Evening Post, Richard W. Knott, president and treasurer; W. W. Stouffer, business manager.
Lowell Courier-Citizen, R. W. Rielly, A. F. Whipple and G. E. Coberry.
Lynn Daily Evening Item, Chas. H. Hastings, treasurer; A. L. Hastings.
Manchester Union, R. W. Pillsbury, treasurer.
Memphis Commercial-Appeal, W. L. Crawford, president.
Meriden Daily Journal, F. E. Sands, treasurer and business manager.
Milwaukee Journal, L. T. Boyd, publisher.
Milwaukee Sentinel, John Poppendieck, Jr., editor and business manager.
Milwaukee Evening Wisconsin, John W. Campsie, publisher and business manager.
Montgomery Advertiser, F. P. Glass, secretary, treasurer, business manager and publisher.
Montreal (Canada) Star, W. S. Marson.
Muncie Morning Star, Harry F. Guthrie, business manager.
Nashville Democrat, Hickman Price, secretary, treasurer and publisher.
New Bedford Evening Standard, Benj. H. Anthony, president, treasurer, publisher and business manager.
New Haven Journal-Courier, Everett R. Smith, business manager; Morris G. Osborn, editor.
New Orleans Item, James M. Thompson, treasurer and publisher.
New Orleans Picayune, Thomas G. Rapier, vice-president.
New Orleans Daily States, Robert Ewing, president and publisher.
New Orleans Times-Democrat, D. D. Moore, general manager.
New York Globe and Commercial Advertiser, Jason Rogers, secretary and publisher; W. H. Thomson, assistant publisher.
New York Journal of Commerce and Commercial Bulletin, Alfred W. Dodsworth, secretary, publisher and business manager.
New York Evening Mail, John C. Cook, treasurer and business manager.
New York Evening Post, Oswald Garrison Villard, president.
New Yorker Staats Zeitung, Herman Ridder, president and editor; Victor F. Ridder, treasurer, publisher and business manager.
New York Sun, Wm. C. McCloy, publisher.
New York Times, Adolph S. Ochs, president and publisher; Louis Wiley, business manager; Edward Payson Call, advertising manager.
New York Tribune, Ogden M. Reid, president and editor; Conde Hamblin, secretary and business manager.
New York World, Don C. Seitz, business manager; Florence DeWhite.
Newark Evening News, Charles F. Dodd, business manager.
Norfolk Ledger-Dispatch, S. L. Slover, president and business manager.
Oakland Tribune, John F. Connor, editor.
Oil City Derrick, Patrick C. Boyle, president.
Omaha Daily Bee, Chas. C. Rosewater, vice-president and general manager.
Oshkosh Daily Northwestern, O. J. Hardy, secretary, treasurer and business manager; G. R. Beardman.
Ottumwa Daily Courier, Jas. F. Powell, president, publisher and business manager.

MARCELLUS E. FOSTER.
President and General Manager Houston Chronicle.

Paterson Morning Call, John Toole, business manager.
Paterson Daily Guardian, Henry L. Berdan, secretary and business manager.
Pawtucket Evening Times, Chas. O. Black, president, treasurer and business manager; N. E. Binford.
Peoria Daily Journal, H. M. Pindell, publisher.
Perth Amboy Evening News, D. P. Olmstead, president, publisher and business manager.
Philadelphia Evening Bulletin, Wm. L. McLean, publisher; William Simpson, business manager.
Philadelphia Inquirer, James Elverson, Jr., president and publisher.
Philadelphia Press, Benj. B. Wells, president.
Philadelphia Public Ledger, Milton B. Ochs, business manager.
Pittsburgh Chronicle-Telegraph, Geo. S. Oliver, president and publisher; Augustus K. Oliver, secretary.
Pittsburgh Dispatch, C. A. Rook, president and editor; C. R. Sutphen, treasurer and business manager.
Pittsburgh Post, A. E. Braun, vice-president and treasurer; Emil M. Scholz, general manager, publisher and business manager.
Pittsburgh Press, Harry C. Milholland, general and business manager.
Portland, Me., Evening Express and Daily Advertiser, Fred N. Dow, president; F. H. Drinkwater, publisher.
Portland Oregonian, E. B. Piper, editor.
Providence Journal, G. E. Buxton, Jr., treasurer; John R. Rathom, business manager and editor.
Pueblo Chieftain, I. N. Stevens.
Reading Eagle, John W. Rauch, secretary, treasurer and superintendent.
Richmond News Leader, J. Stewart Bryan, president, publisher and editor; Robert B. Jones, business manager.
Rochester Union and Advertiser, W. J. Curtis, president, treasurer and business manager.
Rome Daily Sentinel, Augustus C. Kessinger, president and business manager.
St. Joseph News-Press, Charles M. Palmer, president; Louis T. Golding, vice-president, treasurer, editor and publisher.
St. Louis Globe-Democrat, E. Lansing Ray, secretary and advertising manager; F. St. J. Richards, New York representative.
St. Louis Republic, Charles W. Knapp, president.
St. Louis Star, F. B. Warren, editor.
St. Paul Dispatch, C. K. Blandin, business manager.
Sacramento Bee, V. S. McClatchy, president and publisher; C. K. McClatchy, editor.
Salt Lake City Deseret News, H. G. Whitney, business manager and publisher.
Salt Lake City Herald-Republican, E. H. Callister, president.
Salt Lake City Tribune, A. N. MacKay, publisher and general manager.
San Francisco Bulletin, R. A. Crothers, publisher.
San Francisco Call, W. W. Chapin, publisher.
San Francisco Evening Post, S. Fred. Hogue, president, publisher and editor.
Saratoga Springs, Saratogian, John K. Walbridge, president, treasurer, publisher and business manager.
Savannah Morning News, Frank G. Bell, president, treasurer and publisher.
Schenectady Gazette, A. N. Liecty, secretary and business manager.
Scranton Times, Edw. J. Lynett, editor and publisher.
Seattle Post-Intelligencer, Scott C. Bone, vice-president and editor.
Seattle Times, Alden J. Blethen, president and editor.
South Bend Tribune, Chas. E. Crockett, secretary and treasurer.
Spokane Spokesman-Review, W. H. Cowles, publisher.
Springfield, Ill., State Journal, Lewis H. Miner, president and editor.
Springfield, Ill., State Register, Thomas Rees, secretary, treasurer and business manager.
Springfield Republican, Samuel Bowles, president, treasurer, publisher and editor; Arthur H. Yunker, business manager.
Springfield Union, J. D. Plummer, secretary, treasurer and publisher.
Syracuse Herald, Edward H. O'Hara, publisher.
Syracuse Post-Standard, H. S. Holden, president.
Taunton Daily Gazette, William H. Reed, president and editor; F. E. Johnson, business manager.
Terre Haute Star, James A. Harvey, manager; Ernest Brose.
Toledo Blade, Harry S. Thalheimer, business manager; Blacque Wilson, managing editor.
Topeka Daily Capital, Arthur Capper, publisher, editor and business manager.
Topeka State Journal, Frank P. MacLennan, editor and publisher.
Troy Record, David B. Plum, secretary and business manager.
Troy Times, Robt. B. Waters, assistant business manager.
Washington Evening Star, Fleming Newbold, business manager.
Waterbury American, Chas. H. Keach, business manager; Arthur R. Kimball, treasurer.
Waterbury Republican, William J. Pape, secretary, treasurer, publisher and editor.
Williamsport Grit, Dietrick Lamade, president and business manager.
Williamsport Sun and News, George E. Graff, secretary, treasurer and business manager.
Wilmington Every Evening, William F. Metteti, business manager.
York Dispatch and York Daily, Edward S. Young, president and editor; William L. Taylor, business manager.
Youngstown Telegram, Samuel G. McClure, president and publisher.
Hamilton Times, John M. Eastwood, secretary, treasurer and business manager.
Montreal Daily Star, W. S. Marson.
Toronto Globe, J. F. MacKay, treasurer and business manager.
Toronto Daily Star, J. E. Atkinson, president and publisher.
Toronto Telegram, John Ross Robinson, proprietor and publisher.
Owensboro, Ky., Messenger, Urey Woodson, president and editor.
Erie Times, John J. Mead, secretary, treasurer and business manager.
Burlington, Vt., Free Press, W. B. Howe, business manager, treasurer and clerk.
Brooklyn Daily Eagle, E. A. Martin, advertising manager.
Zanesville, O., Times Recorder, W. O. Littick, business manager, secretary and trasurer.
Toronto World, Frank C. Hoy, business manager.
Atlanta Constitution, Albert Howell, president.
Indianapolis Sun, G. H. Larke, publisher
Hartford Times, Everett C. Wilson, secretary.
Syracuse Post-Standard, Jerome D. Barnum, advertising manager.
Sandusky, O., Register, John T. Mack, president and editor.
Providence Bulletin, Henry R. Davis, secretary.
Montreal Star, C. F. Crandall, managing editor.

LOUIS T. GOLDING.
Editor and Publisher St. Joseph (Mo.) News-Press.

Columbia, S. C., Record, W. B. Sullivan, publisher.
Toronto Mail and Express, W. J. Douglas, secretary.
Richmond News Leader, G. B. David.
Philadelphia Bulletin, Robert L. McLean, circulation manager.
Pittsburgh Dispatch, H. C. Rook, secretary.
Augusta, Me., Journal, Roy H. Flynt.
Trenton, N. J., Evening Times, Owen Moon, Jr., secretary, treasurer and business manager.
Trenton, N. J., Evening Times, James Kerney, editor.
Fort Worth Record, Hunt McCabe.
Lincoln, Neb., State Journal, C. D. Traphagen.
John Norris, chairman Committee on Paper, A. N. P. A.

Friendly Action in Pulitzer Estate.

A friendly action for an accounting of the executors and trustees in the estate of Joseph Pulitzer was begun in the Supreme Court with the filing of notices of appearance by attorneys for the Metropolitan Museum of Art and Barnard College, two beneficiaries by Mr. Pulitzer's will. The executors and trustees are made the plaintiffs and all legatees are the defendants.

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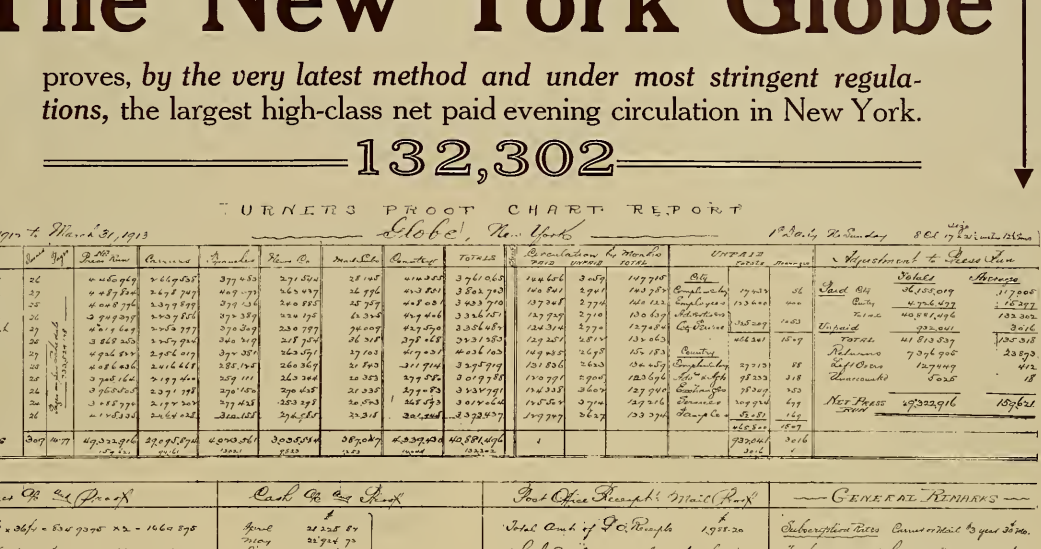
132,302


TURNER'S PROOF CHART REPORT

April 1, 1912 to March 31, 1913 — Globe, New York — 1 P.D. daily No Sunday — 8 Col. 17 1/2 x 21 1/2 inches

1912	Days	Days	Press Run	Returns	Spoiled	Press Co.	Mail Subs.	Counter	TOTALS	Circulation by Months PAID	UNPAID	TOTAL	UNPAID Cities	Employees	Counter	Exchanges	Complimentary	Total	Average	Supplement to Press Run Sales	Average
April	26		4 056 969	2 619 858	377 450	271 504	28 195	414 355	3 761 060	144 661	3 059	147 715	City							Sales	Average
May	27		4 087 504	2 678 947	409 973	263 477	26 796	453 801	3 804 790	140 801	2 941	143 785	Employees	173 435	56	Paid City		36 555 019	317 905
June	25		4 008 796	2 377 899	399 136	260 855	25 957	458 081	3 483 710	137 368	2 774	140 122	Employees	133 000	000	Country		4 726 477	15 877
July	26		3 949 397	2 437 756	375 389	230 195	61 356	447 446	3 336 151	127 759	2 710	130 469	Exchanges			Total		40 881 496	133 302
August	27		4 011 649	2 454 777	370 249	239 777	34 009	473 590	3 326 465	124 394	2 771	127 165	City Drive	105 297	1 063	Unpaid		322 241	3 016
Sept.	26		3 882 205	2 367 914	340 379	237 755	36 308	398 268	3 231 380	129 254	2 814	132 063		46 241	1 779	TOTAL		41 203 737	135 318
Oct.	27		4 326 817	2 956 017	394 381	263 591	27 103	417 031	4 038 103	149 435	2 678	152 153	Counter			Returns		7 396 905	23 893
Nov.	28		4 086 636	2 416 661	285 195	260 367	21 143	311 714	3 295 719	131 836	2 633	134 469	Complimentary	27 113	88	Left Over		127 447	412
Dec.	25		3 908 164	2 197 401	259 111	263 304	20 353	377 582	3 017 780	120 771	2 904	123 696	Left Over	98 333	318	Discounted		5 025	18
Jan.	24		3 960 505	2 391 198	270 150	270 655	21 335	377 883	3 331 791	138 338	3 607	141 945	Complimentary	78 307	253				
Feb.	24		3 885 770	2 197 304	277 428	253 398	20 583	267 593	3 016 406	125 564	3 714	129 278	Exchanges	109 934	639	NET PRESS RUN		49 322 916	159 621
Mar.	26		4 115 350	2 464 482	320 155	274 658	23 215	301 [illegible]	3 329 457	119 797	2 627	122 394	Temp. Co.	52 581	169				
														462 820	1 497				
TOTALS	307	4477	49 322 916	27 095 594	4 090 367	3 035 584	387 047	4 237 430	42 881 496	1				933 641	3 016				
Average			159 [illegible]	88 [illegible]	13 [illegible]	9 [illegible]	1 [illegible]	13 [illegible]	132 302					3 [illegible]	9				

Paper Op. Ledger Proof

Pages 2276 x 36 1/2 = 82 9395 x 2 = 1660 895

x 32 (60) = 53 1/2 (50) = 55664 5 = 64 =

148 848 lbs = 1 M. Eight page Globe

237 1856 lbs = 1 M. 1477 Pages

Age of Paper Stock on hand	70 185
Purchases (paper) for	12 439 606
	12 509 791
Less as per Stock on Hand	61 874
	12 447 917
Less Damaged Waste Trade Waste Wrappers Damaged	826 844
Paper consumed	11 621 073
Minus Lost Production	49 271 973
Net Press Run	49 322 916

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	$	
April	21 325 84	Cash Receipts
May	21 724 73	
June	20 486 01	
July	19 094 60	
Aug.	20 085 19	
Sept.	18 494 75	
Oct.	20 476 03	
Nov.	19 946 34	
Dec.	17 505 53	
Jan.	19 150 00	
Feb.	17 773 80	
Mar.	19 572 11	
	$ 229 657 71	

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27 095 594	@	6	174 575 35
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3 035 584	@	6 1/2 c.	17 000 00
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	Exchanges	78 307
	Sundries	209 906
		800 706

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GENERAL REMARKS

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NEW YORK

JOINT CONVENTION DINNER A SUCCESS.

Secretary of Navy Daniels Pleads for Elevation of Newspaper Calling to Profession—Optimistic View of Modern Press Taken by President Richmond of Union College—Grasty Explains Associated Press Service.

Seven hundred and twenty newspaper owners and editors, and a few reporters, attended last Thursday night what was unanimously declared by them as the best joint dinner of the A. P. and A. N. P. A. ever given. Good fellowship, and the good vianls and beverages of the Waldorf-Astoria, not to forget very excellent cabaret features, easily exerted their influence upon the company, and by the time the Nierstein er had been reached everybody made merry. Even Josephus Daniels, Secretary of the Navy, who during the early part of the dinner had been informed that the plant of his paper—the Raleigh News and Observer — had burned down, managed to be cheerful, as he afterward asserted himself.

The prevailing sentiment of the diners was that there existed ample excuse for being happy, and a full measure of this state of mind was enjoyed. Pessimism had no inning in even the speeches. The galleries of the Red Ballroom—scene of the dinner—were crowded with fair women who enjoyed the affair as much as those around the boards on the floor below. An excellent orchestra had been provided by the management, and the following vaudeville artists enlivened the intervals between courses: Bessie Wynn, Keith's Union Square Theater; Diero, the Palace Theater; Eveleen Dunmore, Keith's Colonial Theater; Ethel Green, Proctor's Fifth Avenue

H. B. CLARK.

Theater; and Lyons and Yosco, Hammerstein's Victoria Theater.

Seated at the guest table were Josephus Daniels, Secretary of the Navy, and editor of the Raleigh News and Observer; Congressman Frank L. Greene, publisher of the St. Albans (Vt.) Messenger; Charles H. Grasty, of the Baltimore Sun; Col. N. G. Osborn, of the New Haven Journal-Courier; Bernard H. Ridder, of the New Yorker Staats-Zeitung; Dr. Charles Alexander Richmond, president of Union College; Lieutenant-Commander Leigh C. Palmer, U. S. N.; Robert Ewing; Frederick Roy Martin, assistant general manager of the Associated Press; W. L. McLean, Philadelphia Bulletin; W. H. Cowles, Spokane Spokesman-Review; Adolph S. Ochs, New York Times; F. B. Jennings; Elbert H. Baker, Cleveland Plain Dealer; Colonel Philip T. Dodge; Victor F. Lawson, Chicago Daily News; John F. Mackay, Toronto Mail and Express; W. F. Baker; Charles W. Knapp, St. Louis Republic; Conde Hamlin, New York Tribune; and Charles W. Price.

Speechmaking was not reached until a late hour. The courses were many, and the cabaret entertainment also helped to make time fly faster than was relished by those present. But oratory was finally reached when Frank B. Noyes, of the Inter-Ocean, and president of the Associated Press, introduced Charles R. Miller, managing editor of the New York Times, as the toastmaster of the evening. Mr. Noyes had considerable difficulty quieting the house, and even with the speeches in progress he occasionally had to rap for order.

Mr. Miller entered upon his duties by proposing a toast to the health of President Wilson.

"I am not going to talk about the affairs of the Associated Press, or of the American Newspaper Publishers Association—you have been doing nothing else for a week,' said Mr. Miller. I presume you are tired of the subject. I might say something about the liberties of the press, which have been in danger

LOUIS WILEY.

of assault from many sides; they compel us to tell how much we owe, how much we circulate; who owns us, and all that, and now I saw that there was a Bill introduced in the Senate the other day, by Senator Works, of California, forbidding, making it unlawful, to publish the details of crime in a newspaper. Now, just as soon as the public tires of the tariff, of woman suffrage, and three or four other familiar subjects, they begin to talk about crime in the newspapers. It is pretty well understood among newspaper men that we do not revel in crime; we don't really enjoy it; that we do not spread it upon the pages of our newspapers because it is the best we can get, only because it is a legitimate part of the news of the day. There may be some typographical exuberances, here and there, in the display of the headlines, but that is only a trifle in an otherwise perfect organization. Now, Senator Weeks and, mr. Noyes, I am shocked—it is a Washington newspaper that he takes as a terrible example. He gives a list of fifty-four crimes published in that newspaper in one issue.

"Now, I will match the Senator's crime list. I am a reader of the Congressional Record, gentlemen. (Laughter.) I will agree to find (with apologies to members of the first Vermont district), I will agree to find in that publication as many speeches that are purposeless, that have no constructive course, that have no wisdom, or any reason for being delivered, as he will find crimes in any newspaper in Washington or elsewhere. Some of the speeches are of the quality that Speaker Reed detected in the addresses of William R. Morrison—Horizontal Bill, as he was called. Once, when Morrison had spoken on the floor of the House, Reed rose to his feet and said, 'Mr. Speaker, I always listen with deep attention to the remarks of the gentleman who has just spoken, for he never rises to his feet to speak in this chamber without subtracting something from the public stock of information.' Now, there are such speeches that can be found without number in the Congressional Record. I won't say that this is one, but I call attention of the president of the Associated Press to Senator Works's charge that the Associated Press brings to us an unconscious amount of crime, in so much that the wires are crowded with it to the exclusion of more important news."

Mr. Miller then introduced Prof. Chas. A. Richmond, president of Union College.

"I have just been told by one of your Executive Committee that this is absolutely the hardest and most uncomfortable audience to address on all this planet," said Professor Richmond. "I don't believe this is true, but I call to mind something which my friend, President Wilson, told me some time ago, when I began to be guilty of these postprandial crimes. He said to me, It is impossible

HOPEWELL L. ROGERS.

to overestimate the ignorance of the average audience.' (Laughter.) I know that this is a place of danger, and I might even long for some refuge, as the Scripture says, from this strife of tongues,' and yet there is none. A sophomore in one of our colleges—it was not Union College—was asked to define a Marsupial. He said, 'It is an animal with a pouch in his belly, into which he retires in time of danger.'

"And yet, there are some interesting characteristics which I believe newspaper men and college presidents have in common: neither of them is as wise as he looks; both of them are perfectly willing to discuss any question publicly or privately, and, usually, with a fluency in inverse ration to their knowledge of the subject. And both of them by dint of long practise, have acquired the habit of saying very impressively very little, and in a great variety of ways.

"Now, the psychologists tell us that every man is four persons. First, there is John as he thinks he is; second, there is John as we think he is; third, there is John as he thinks we think he is, and, fourth, there is John as he really is, which he never discovers, himself. (Laughter.)

"Now, these wise guys (laughter) tell me that the way to address an audience is in the first of these ways, and therefore gentlemen, I address you as the source of all intelligence (laughter), as the men who mold public opinion; as the men who are behind national policies; as the men who really determine the future of our nation; as the men who are the makers of history. This is John as he thinks he is. (Laughter.) There have been others, in other times, who disagreed. I remember a quotation from Sir Henry Whatton, which Samuel Johnson gives with approval, and which I give with great timidity, where he makes a contrast between the diplomat or ambassador and the news writer. He said: 'The ambassador is a man of virtue sent abroad to tell lies for the advantage of his country. The news writer is a man who stays at home and writes lies without character for his own profit. (Laughter.)

"Now, to tell the honest truth, I am afraid of you, gentlemen, because I am afraid you are loaded. (Laughter.) And I want to get at the right end, if possible. My own feeling has been one of awe and, I was about to say, respect

FRANK A. MUNSEY.

(laughter), but I mean fear, rather, and respect. I am afraid of you. You can make a man look so foolish, when you try, and you always have the last word, and sometimes you can make him look foolish when you don't try at all. That is true.

If Benjamin Franklin should come in here to-night—no one would be more welcome than he, and I am sure no one would enjoy such a gathering as this more than he would—and if he should come and you should take him to one of those great plants of yours and show him your marvelous facilities for the collecting and handling of news, and the wonderful presses, he would be very greatly interested, no doubt, but he would be keen enough to realize that these were not the greatest things. He would realize that the germs of these things were known to him, and even the electric motive power would not seem marvelous to him because he had already, long before any of us were born, discovered the secret of that by his experiment with the kite and key. I fancy, if he should read any of your productions, he would say to himself, 'Well, they have nothing on me there,' (Laughter.)

"But I will not pursue that subject any further. Your presses are in striking complimentary contrast to his press, but as to the productions—you may make your own inferences. (Laughter.) There is one thing which I think would surprise him very much, a thing which we, ourselves, would wonder at constantly, if we were not so familiar with it, and that is the fact that we have been able in this country, in so short a time—that we have been able to adjust the complicated and delicate social and political forces so as to make one national organism. In Franklin's day we were not a nation.

W. P. GOODSPEED.

His little picture of the snake cut into thirteen pieces, which represented the colonies, was his idea of expressing what the conditions were in those days, and the legend underneath was 'Unite or Die.' Well, they did unite, and they lived, but that did not make them into a nation. There was no national confidence, no national life. There were separate communities and a great many of them were entirely indifferent.

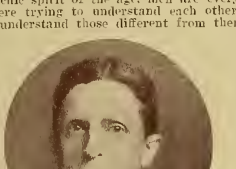
"It was not well done, at first, but as time went on we became consolidated, and we have become a unified nation. And I think we hardly recognize the

great part which the newspapers played in the consolidating of our national life. It is the newspapers which have given us the knowledge of the life and opinions and the affairs of people in far-off districts of this country of magnificent distances. It is the newspapers which have brought remote communities close together so that they become neighbors, and it is the newspapers who have taught us to regard the interests of people whose

THEODORE W. NOYES.

interests are far different from our own, and while the newspapers, I need hardly say to you, have oftentimes been very bitter partisans, yet, on the whole, I believe they have been our leaders in the softening of the prejudices and the consolidating of our national life, and the trend of the newspaper, to-day, I believe, is away from the local and provincial and towards the cosmopolitan, and so I think we ought to give credit to the newspapers. I was warned to pay no compliments to the newspaper men, they were so modest, but it seems to me that we ought to give the newspapers great credit for this great service they have done to our country, and because of this I am inclined to forgive them many things, even their daily assault upon the English language. (Laughter.)

"And this seems to me to point the way to a very great opportunity. The most significant feature in our national life today is the movement towards consolidation; toward co-operation. At the bottom of all socialistic sentiment, there is that feeling for closer co-operation. (I am speaking sober words, to sober men, gentlemen. I appreciate that—referring to some slight interruption at the far end of the hall. (Laughter.) Back of all socialistic sentiment there is that, and, so far as we can interpret the psychic spirit of the age, men are everywhere trying to understand each other; to understand those different from them



JOHN B. WOODWARD.

in education, in birth, in nationality, in interests, and we are coming to realize that the future of our country, and the future of the race, depends upon a better understanding on the part of men who have different interests and different traditions.

"Now that is the spirit of this age, and that is something we have got to come in contact with in all our public questions, and every public question we have to solve will have at the basis of it the necessity of a larger understanding of the other man's position. Now, that is moving much more rapidly in this age than it has ever moved before. We have found constantly facing us the danger of dividing into opposite camps. Men separate into one class and regard the other class as their natural enemies.

"The most potent instrument in this country, without any exception, for the fomenting of ill-will, is the newspaper. On the other hand, the most potent instrument for the fostering of good will is also the newspaper, and it is a question as to whether the enormous advantage which you have for either instrumentality in this country is to be used for good or for ill. The newspaper is not a pure business proposition, as some Cheap John would say; it is as much of an educational institution as a college or a church. A commercialized newspaper is a greater menace than a commercialized college or a commercialized church, and the commercialized editor, if

HERBERT F. GUNNISON.

there can be such a creature in a noble profession, would be a disgrace to a fine profession. Your traditions are magnificent, of course. I need only to call to your minds William Cullent Bryant, John Bigelow, Horace Greeley, Charles A. Dana, and the rest. These men, they tell me, were also the owners of the papers, as well as the editors, and, I suppose, speaking somewhat ignorantly, that these men in their day had a certain advantage over us in these days of the syndicate press.

"But these men whom I have named, editors of the first class, these men were, in their day and generation, not only the real molders of public sentiment, but the apostles of liberty and the preachers of righteousness and the prophets of good will, and we pay tribute to these men tonight. We owe them a debt of gratitude. 'How beautiful upon the mountains are the feet of them that bring good tidings' —(another cry for help—gentlemen (referring to interruption in the rear of the hall) I have almost finished, but let me say this one thing: You cannot imagine any of these men I have named using their gifts or using the circulation of their papers for the fomenting of ill will. You cannot imagine any of those men practising any kind of blackmail, direct or indirect. You cannot imagine any of those men blackening for his own gain, or for revenge, or for any personal motives, the character of a man in public life. You cannot imagine that.

"There is only one thing we need fear in this country, and that is class hatred. The resources of the country are so great, our ingenuity and our energy are so exhaustless, that there is no danger, now or in the future, that we shall fail in that direction. We shall be able to meet our enemies at the gate. The only possible danger that can come to us is from a spirit of division from within.

"As we are striving as best we may to preserve our physical resources, we must have a care that we also preserve undefiled these springs of good will, which are not only for our refreshment and our strength as a nation, but which constitute the fountain of perpetual youth—and you are able to do this work better than anybody else; that is your work more than it is the work of the pulpit, better than the college, better than any other agency in this country. You are able to do this work, and I can only wish for you upon whose shoulders has fallen the mantle of these illustrious predecessors, I can only wish for you that a double portion of their spirit may descend upon you. (Applause.)

"Your later conclusion, President Richmond, is a sound one," said Mr. Miller, about to introduce Mr. Grasty. "Your audience is not dangerous, it is not loaded, it is a sober audience. The gentlemen of both associations have profited by the example of the gentleman who was asked by his friend to have a drink. His friend said, 'No, I cannot, I am on the water-wagon.' 'You are on the wagon?' said the first man. 'How does it affect you?' 'Well,' was the answer, 'I feel better off.'"

"We sometimes must mingle a note of sorrow and regret with our festivities. I have no doubt you have all noticed the absence of the general director of the Associated Press, Mr. Melville E. Stone. It is the first meeting, I believe, in which this custom of having a dinner has been followed in which he has not been present. He is unable to be here because of a slight, but not very disabling, indisposition. In view of the very great regret that he has over the circumstance, and that we have that he is not here, I ask you to drink his health.

"Success is something in the newspaper business. It is really much, but it is not everything. It is an honorable goal,

JOHN R. RATHBORN.

but there is the higher goal of the ideal, and I know of no one who has higher ideals in newspaper practise than Mr. Grasty, of the Baltimore Sun. He has the ideal and the ambition to make a newspaper do good service in the community, good service to the State and good service to the nation and to men. He is, himself, the best exponent of the principles that have guided him. I introduce Mr. Grasty.

Mr. Grasty said in part:

"I did not come here to talk idealism, but to act as a substitute. I am 'subbing,' in print-shop vernacular, to-night, because, at the last moment one of the stars who was expected here to-night refused to shine, so the committee asked me to chin, and I am here for that purpose.

"In view of the fact that this is a kind of twentieth anniversary of the Associated Press, and in view of the fact that I was one of the early members of the association, and that for ten years I was a director, and for four or five years have been a private, it seemed to me proper for me to say something about the Associated Press.

"When I got in communication with Mr. Stone, I asked him to put down on the programme the subject I would select—'The Associated Press, the High Point in Modern Co-operative Effort.' He said, 'They are not going to speak on any set subjects.' But in spite of his injunction, I have come here to-night lugging my subject, and I want to talk a little on the Associated Press. I am somewhat embarrassed in talking to the Associated Press. It is a very simple organization and its methods are very direct and straightforward, but I never met any body, anywhere, who seemed to have anything like an accurate conception of the Associated Press, and this is not only true of the general public but also of our own members.

"Now I want to say a word about these men who have been our trustees for twenty years. I am talking about what is usually regarded as 'the Associated Press ring.' And I don't mind saying that I am particularly talking about Mr. Stone, Mr. Lawson, Mr. Noyes and Mr. Knapp. And I am prepared to say, to-night, that out for those four men we would not have any Associated Press. (Applause.)

"The Associated Press is not a trust, and it is not a money making institution. The Associated Press makes no money; it is simply an organization to cover and distribute the best news, for the least money, and these men who have been in this business and stood by it for twenty years it seems to me have given more loyal service to a great, co-operative enterprise than any other men I have known of in all history. They have stood by the thing from the beginning, all of them, and they are with it yet.

"Now, the principal difficulty I have observed, in my relations with the Associated Press comes from a popular misunderstanding of the management, and that is the thing which gives rise to the impression of the ingratitude of Republics. Nobody knows what popular misunderstanding is better than we newspaper men. We know that the newspaper is the very cap-sheaf in modern civilized effort. We know that it leads the list of modern marvels, but in spite of its achievements and excellence, and the great work it does for the world and for humanity, I see so much public misunderstanding of it, so much criticism of us, and so much faultfinding, that I am sometimes inclined to include the profession with that of medicine, and ask, with the doctor, why is it that a man will pay

W. H. COWLES.

a lawyer a thousand dollars to keep him out of jail and kick on paying ten dollars to his physician to keep him out of hell: (Laughter.)

"We know that we are simply the trustees of our newspapers. We don't often own them, and the corporations don't own them. We who put our sweat and blood and time and money into the making of papers are simply trustees of the public. Perhaps it is because the people own them, and they feel that they do own them, that they kick us about as they do; and they may be putting into practise that comment of Marse Henry Watterson: 'Things have come to a hell of a pass if a man can't wallop his own jackass.' But we turn around and belabor our trustees with the very same stick. In my experience in the Associated Press, I have wondered why we exercise the critical faculty which serves us so well in the conducting of newspapers, at home among ourselves. We come here with a kind of mugwump point of view. I remember when Mathew Arnold passed away, that for seventy years he had been looking around Great Britain for an honest man, and he died of disappointment. And that it was told of Robert Louis Stevenson, coughing his life away in far-off Samoa, when he was told that Mathew Arnold was dead, a smile lit up that worn and wan face of Stevenson, and he said 'He won't like God.' And it sometimes seems to me that we do not like man, or God, or the devil —we are all touched with mugwumpism. Some of us more, and some of us less. I

remember an old witticism to the effect that 'the New York Sun makes vice beautiful every morning, while the Tribune made virtue hideous every afternoon.'

"In my ten years' membership on the board of directors, I must say that I got a little bit tired of that form of mugwumpism, and I must say that I never came to a meeting except with some fear and trembling lest some irate and excited and ill-informed brother should put upon me some kind of brand of connection with *the interests* on one side, or the Anarchists on the other.

"I have no connection whatever with the Associated Press management. I am a high-private and a free nigger, and I would like to say something personal about these men who have stood by the Associated Press: My knowledge and acquaintance with them goes back twenty years, to the time when they were fighting for my salvation and yours—fighting for our salvation from the menace of a privately owned enterprise. Fighting to establish the great principle of co-operation, to save this very Republic of ours; and then I know them for ten years by association, and I have known them for four or five years as a private, and I want to say to-night that for their deliverance of you and me from that menace of twenty years ago, I shall be grateful to them as long as I run a printing press or am an American citizen. (Applause.) As a comrade I love and respect them. As an outsider, and looking upon them as my masters, I shall rebel against them when I get good and ready, but I shall never come here with any doubt of them. (Applause.)

"Now, as I have said, the Associated Press is the high point, as I see it, in modern co-operative effort. We can lie down at night and know that our service is reliable; that it is resourceful, and that it is as straight as a string.

"Of course, the Associated Press, in some particulars, cannot compete with private enterprise in journalism. It cannot compete in point of human interest stuff, and there are two reasons for this. One is that the Associated Press is so hedged about, in the nature of things, that it cannot compete; and another reason that we overlook is that no news about government is really interesting. People come here from Europe and compare the English paper favorably with the American paper. The English paper can print a debate in parliament that is

N. C. WRIGHT.

as good reading matter as a prize fight or a baseball game, because the speech is a fight for blood, and the ministry has to meet the opposition every day, and the opposition may howl the government over; so that the English papers have a mind of news that we have not, with our dead-and-alive issues. We cannot affect our government. We wind it up for four years, like a clock, and you men watch it until it runs down; while the English paper can talk about government every day.

"I tell you, my friends, that the great thing about our publicity, the thing that justifies it and makes it valuable is co-operation—the printing press, the newspaper publicity—the resultant co-operation, is the one big new condition in Democracy that bids us strive against the world follies of the past. It must have been with some provision of this condition that Jefferson said he would rather newspapers without government, than government without newspapers. If he could say this in his time, what could not be said in this age of steam and electricity, when the whole world is one great household, and newspapers make it possible for us to know what every other country is doing, day by day, and for the humblest person to look on the world horizontally.

"We see the star and crescent sinking back into Asia, and over Mohammed's great capital hangs the Cross, and in the five hundred mosques of Constantinople the prayer 'Allah, Allah is the true God,' dies on the lips of the faithful. What the flower of Europe crusaded for; what Richard the Lion-Hearted failed in, will have been accomplished in a few months by a little peasant army under an almost nameless leader. But that little army, sustained and supported by the public opinion of the world, and that public opinion created and solidified and made invincible by an enlightened, incorruptible, free press.

"And when we look a little further to the Orient, we see a little yellow race emerging from semi-barbarism in a single generation, learning from our printing presses, and applying in practice all the arts of peace and war that we for a thousand years have been acquiring with our sweat and blood; and as we look we realize that what we have given them, without money and without price, have raised up against us a possible enemy in a little yellow race scarcely five feet tall and weighing scarcely a hundred pounds per unit, but as good as we are, now for man, on the battleship and on the firing-line. And when we turn our minds and hearts from contemplating that subject, ought it not to be with

LAFAYETTE YOUNG, JR.

some new feeling of devotion and gentleness for our own kith and kin? When John Pierpont Morgan sends back from the very gates of eternity a message of faith and love, isn't it time for us to think of putting a little of that spirit into our workaday life? I heard a story of a little girl who was walking on one of the East Side streets of this great, cruel city, carrying a baby almost as big as she was, and a passer-by, touched with the pity of it, said: 'You ought not to be carrying such a burden; it is too heavy for you.' And she turned up to him her little wondering face and said, 'Why, he isn't heavy, he is my brother.'

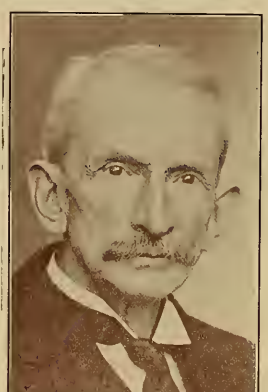
"My friends, may we not stand together in this work of the Associated Press and in our work for this great Republic, in some such spirit as that?" (Applause.)

Josephus Daniels, Secretary of the United States Navy, the next speaker, said that though the savings of a lifetime had just been swept away by fire, there was no occasion to take a gloomy view of life and that in accord with this he had fully enjoyed the dinner. He made a plea for the uplift of journalism from a calling to a profession and outlined the great advantages to be derived from this. Quack doctors and shyster lawyers were given no standing in their professions, and either had to reform or drop out. In their case this had operated for the good of all. Applying a similar principle to journalism, Mr. Daniels thought, would drive from the field the irresponsible newspaper man, who now so often succeeds in discrediting his co-laborers.

Introducing Mr. Daniels, Mr. Miller said:

"Some nations live in the midst of alarms. How great is the sense of security with which we go about our daily tasks and sit here at dinner, knowing that our fleets upon the sea are maintained and marshalled by an intelligent and vigilant secretary of the navy. President Wilson has honored our calling in inviting a newspaper man to accept the Navy portfolio, and in taking that responsibility, Mr. Daniels has exemplified that versatility which we boast is the quality of all capable Americans.

"It is painful for me to dwell for a moment, upon a piece of news which, I think, has been communicated to you, that Secretary Daniels' plant in Raleigh was burned to the ground this evening. I wish, in your behalf, gentlemen, to testify to him the distress and deep con-



HENRY R. DAVIS.

cern with which we have heard of his loss; our sympathy, and the expressions of our hope that in this case the Phoenix may not be the bird of fable, but a reality in history.

"Gentlemen, I have the honor to introduce the Secretary of the Navy."

Mr. Daniels said, among other things:

It is very pleasant for me to be here to-night, and I wish to thank my brethren of the press for the honor they have done me. I have for thirty years been continuously engaged in "sea service," and my present position is my first shore assignment in these years. For that long period I have been in command of a "gun-boat" on the sea of journalism, and a rough, stormy sea it has been at times, as all newspaper men will appreciate. A few weeks ago the commander-in-chief of the American army and navy decided that a man who had had thirty years of sea service ought to be detailed on shore, where he could make assignments for the officers of the navy.

During the years that I have been commanding a "gun-boat" on the journalistic high sea, my friend, Melville E. Stone, has been in command of a "dreadnaught"; William Randolph Hearst has been in command of a "flotilla of torpedo boats," firing simultaneously from New York, Boston, San Francisco and Los Angeles, not to speak of points in the interior; Ralph Pulitzer has been on the outposts and with hydroplanes able to drop bombs into the camps of the real enemies of true democracy; Colonel Nelson has sought by the proper employment of submarines to blow up the old parties, having as his first lieutenant the gifted Medill McCormack, while Frank Munsey has been the paymaster-general of this new flotilla of submarines which carried terror into many years toward the "ides of last November."

Our venerable friend, Colonel Henry Watterson, ranking rear admiral of the old Democratic fleet, commanding the battleship Kentucky, and sailing under no orders except those he issues to himself, is the most brilliant and audacious naval officer since the days of John Paul Jones to whom, in his adventurous spirit and enterprise, he is akin; always gallant, too, on the high seas is our distinguished Admiral Felix Agnus, commanding the cruiser American; who received his sailing orders a quarter of a century ago, and has led the old Republican fleet into many a safe harbor. Out in the squalls of last year his order was, "Keep the ship on her course, quartermaster," and keeping his orders, for the first time in a score of years, he saw the old Democratic ship leave bim far astern. To

WILLIAM C. REICK.

those and the other able navigators, my brethren, in command of our newspaper craft, I give greetings to-night from the new detail that gives no temporary service ashore. As long as such vigilant men are on the turret, no harm can come to America or American interests.

I hope I will be pardoned for saying that we have had two Presidents in the last half century who gave peculiar evidence, from an editorial point of view, for the wise exercise of the high duties of the greatest office in the world. I refer to Abraham Lincoln and Woodrow Wilson. I say this, not because of the greatness of the martyred President, nor of the scholarship of our present executive. I give them this high place in this presence solely because they are the only Presidents who knew exactly where to go when they came to name a Secretary of the Navy. Other Presidents have supposed that the training for this high office was to be found in law or in business or in sea-faring. These two Presidents understood the real needs of the Navy. They believed in the principle in Pinafore:

"Stick to your deck and never go to sea,
And you all may be rulers of the Queen's navee."

They understood that what is needed was not so much a man who could talk in the sailor vocabulary of starboard and port, but what really was called for at the head of the Navy was a managing editor, one who understood how to make assignments, and to put the right men in the right place at the right time. You will all recall the story of the definition given by the famous John McCulloch, editor of the St. Louis Globe-Democrat, and one of the men who have added lustre to our profession as to what constitutes the qualifications of a good managing editor. It is related that a young man, ambitious to belong to the same profession which produced McCulloch, went to the editor and expressed the desire to wear his mantle after he has gone to the place where all good editors go. The young man asked what he should do to become a great managing editor. McCulloch replied: "You need but one qualification—you must know where hell will break loose next and have a man on the spot." The test of a Secretary of the Navy is whether he is a good managing editor. If he is, he will chiefly concern himself that this strong right arm of the nation's defense will always have the fleet prepared to uphold the just demands and the honor of the country, and know where trouble may break loose next and be ready with a well-manned ship on the spot, prepared for the emergency.

"There is now no other profession, except journalism, in which a man can make money while doing good," said a thoughtful gentleman in Washington a few nights ago. He was the sort of Mr. Worldly Wiseman who could not conceive of a life work that did not "volplane" low enough from soaring ideals to touch bread and butter, and in whose mind there must be carried philanthropy, and five per cent. of it is worth a man's while. It is true that in our large cities a newspaper property, once firmly established, is a money-making business, and the editors do now make money in a

The Pittsburg Morning Post and Evening Sun

J. E. TROWER, ADV. MGR.

EMIL M. SCHOLZ, GEN. MGR.

JOSEPH H. MYERS, EDITOR.

ADVERTISING DEPARTMENT.

THE PITTSBURG POST.
THE PITTSBURG SUN
WOOD STREET AND LIBERTY AVE.

EDITORIAL OFFICE.

The Morning and Sunday Post

The Pittsburgh Post, originally called The Commonwealth, was established in 1804, by Ephraim Pentland. About seven years later, in 1811, The Commonwealth was consolidated with The Mercury, which paper was established by James G. Gilleland, and for about thirty years was published under the name of The Mercury. In 1824 The Allegheny Democrat was established by John McFarland, and in 1831 The American Manufacturer was established by William B. McConway. In 1841 these two papers were also absorbed by The Mercury, the title of the paper being changed to The Mercury and Manufacturer. This paper was then purchased by William H. Smith and Thomas Phillips in 1841, and on September 10, 1842, these publications dropped the old title, issuing the paper under the name of the Daily Post, so the Pitsburgh Post has come down in unbroken succession from 1804.

The Post has been the leading Democratic newspaper of Pennsylvania for 71 years, and is the only Democratic Morning Daily Newspaper published in Pittsburgh. The paper has always held an important position in all the affairs of the city and county, has never swerved in its support of Democratic principles and candidates, and was in the foreground during the great democratic upheaval and victory last fall, staunchly advocating Wilson's election.

The Evening Sun

On March 1, 1906, The Pittsburgh Sun was established as an afternoon daily newspaper, which is already recognized by many advertisers, both local and national, as the leading afternoon medium in the Pittsburgh field. As a matter of fact the most remarkable record made by both papers was when The Post and The Sun passed into the control of a new ownership, which took place in the latter part of 1911, when Emil M. Scholz became General Manager, and new blood and energy was infused.

Under the stimulus of new ownership, new management and new methods, great strides forward have been made with both papers. The general staff in charge of The Post and The Sun is comprised of the following:

T. H. GIVEN.....President
A. E. BRAUN.....Vice-President and Treasurer.
EMIL M. SCHOLZ.....General Manager
R. M. IRVIN.....Secretary
JOSEPH H. MYERS.....Editor
J. E. TROWER.....Advertising Manager
CONE, LORENZEN & WOODMAN,
Foreign Advertising Representatives,
New York, Kansas City, Detroit, Chicago.

With unlimited energy and action, the editorial policies of both papers were broadened, the entire staff put upon its mettle to make The Morning and Sunday Post and The Evening Sun the very best possible, not only for Pittsburgh, but for the wide territory they now cover.

Fortified with ample backbone and force and with every department gingered up to high speed action, The Post and The Sun made new history in clean journalism in Western Pennsylvania which has elicited the widest attention for the remarkable record achieved by both papers. With the broad foundation of the good will of the people in this section who readily recognized the merits of both papers, the circulation of The Post and The Sun has assumed a marked increase and is growing by leaps and bounds.

As newspaper and advertising men well know, remarkable gains in advertising can be made only when results can be attained. From January 1, 1912, to December 31, 1912, both papers showed a clean aggregate gain of more than a million and a half agate lines of clean paid advertising, and indications point toward a still greater gain for 1913. This remarkable record was made in accordance with the new plan to exclude all fake medical and objectionable advertising that might do harm to the reader and reflect upon the great value and strength of clean advertising in clean newspapers.

The application of scientific management, efficiency and special features, as inaugurated by General Manager Scholz with The Post and The Sun, have resulted in the presentation of two newspapers in the morning and afternoon field that enjoy the widest endorsement of their readers in Pittsburgh and the Pittsburgh territory.—*Adv.*

profession that offers the largest field of usefulness. Just as the author no longer needs a patron, so the editor no longer needs to have the backing of large moneyed or political interests. The man who has a message for the world, a message which breathes and burns, and the man who has something to say which the world needs to hear—and all the better if it entertains as well as instructs the public—is sure of a hearing and of compensation that makes him independent of patronage or subsidies.

The owner of a paper well established in a center of population has a property better than a gold mine, for a newspaper property is like a street car company. It does not pay where the population is scattered, but it is a bonanza where there is dense population. But the man who enters journalism with the mixed motive of both doing good and getting rich may become both a publisher or a writer, but he will never be a journalist any more than a man can become a great surgeon who measures the limit of his skill by the size of the fee he expects to receive. As the surgeon is utterly oblivious to the thought of compensation while he bends every power to the task of saving a life, just so much the real journalist enters upon his profession with the desire to serve as his consuming passion. We are told in the Word that the man who preaches the Gospel must live by the

D. B. PLUM.

Gospel, and that the laborer is worthy of his hire, but nowhere that the preacher must mix the love of souls with the motive of getting dollars.

Samuel Bowles became the owner of a profitable newspaper, but the combination idea of "doing good and getting rich" never prompted the lasting service he rendered mankind or influences the choice of journalism as a profession. If I were the head of a college of journalism, I would require as an entrance qualification that the prospective journalist should read Merriam's "Life of Samuel Bowles," and that he should write as his thesis the secret of how the Springfield Republican, published in a comparatively small city, became more influential than any other New England journal.

The press and public office are great public service agencies. One is as necessary to the other as the hand is to the arm. I wish that each could have a clearer realization of this. The man in the press gallery is as useful as the man on the legislative floor. He sees life from every angle. He knows the temper of the public, and to the official who invites his co-operation he is an invaluable aid. He never violates a confidence. He has saved many a great man from errors which would have utterly wrecked his career. He has nipped many an intemperate utterance in the bud. His judgment, formed from his touch with current events and his knowledge of human nature is as keen as a Damascus blade. To the district-attorney his help is often as valuable as that of a Sherlock Holmes. To the men at the head of a State or in legislative halls, he is a friendly counsellor.

I bespeak the greatest charity on the part of the press toward the official whose ideals are high, though he may occasionally fail to hew to the line; and at the same time the greatest frankness on the part of the public men when the reporter raps at his door with his everlasting interrogation point. With these two great factors of the public interest co-operating the common good will be conserved.

Speaking for the new administration at Washington, let me say it has no policy of concealment. It appeals not to any group or class, but its appeal is to the whole people of America, and it realizes that it will win their approval only as it carries out its pledges and meets

DELEVAN SMITH.

the just needs of all the people who oppose privilege and demand only a fair chance. It invites criticism in all that it does. It wishes to have the searchlight of publicity turned upon all its acts. The men entrusted with power know that the first knowledge of what they are trying to do will come from the press. They have confidence that both, because of your devotion to the high ethics of your profession and your patriotism, that the public will be given their true motives, and that if there be singleness of purpose and patriotic action, your columns will reflect both the spirit and the performance, the will and the deed of those you have called to be your public servants.

Bernard H. Ridder, the next speaker, announced that he represented the younger element in the two associations, and that so far he had done little to deserve the recognition given him by being permitted to speak. It was his opinion that the cabaret performance had been very good and, leaning naturally more toward vaudeville than literature, he had no fault to find with that part of the program. Mr. Ridder said that his father had taken good care of him, and that he was in the habit of asking the old man for only two things, one of them being advice. The speaker admitted that, while very often he refused to take the advice, he had never been known to refuse the other.

A few pertinent remarks by Col. Osborne concluded the affair. Many diners had left the tables when the famous New Haven editor rose to the task. That, however, did not worry him, and for fully ten minutes he entertained those remaining with the curriculæ he had absorbed under the tuition of Professors Churchill, Rector and Jack, of the Broadway University. He gave it as his opinion that New York City did not want to be reformed, and was in no mood to be reformed, the remarks of Mayor Gaynor to the contrary, notwithstanding. Upon the cabaret Col. Osborne looked as the means of a splendid education and an encouragement for the highest effort in life.

City Islander Makes Its First Bow.

The City Islander, New York City's "fastest growing woman-made newspaper," made its first appearance April 18. Mrs. Henry C. Appleton, of Notelppa Lodge, City Island, is the editor-in-chief, publisher, owner and circulation manager. There were a number of metropolitan newspaper features in this issue. It gave all the local news and began a campaign for the betterment of local conditions. The weekly will maintain a rigidly non-partisan attitude on the suffrage question. Mrs. Appleton is gathering about her a big staff of editors and business associates.

RALEIGH NEWS BURNED OUT.

Secretary Daniels' Newspaper Destroyed With $100,000 Loss.

The plant of the Raleigh (N. C.) News and Observer, owned by Josephus Daniels, Secretary of the Navy, was destroyed by fire early Thursday evening. The shifts were changed at 6 o'clock and the building was almost deserted when flames were seen in the composing room. In a few minutes the plant was a total loss. The six linotypes, the stereotyping outfit and the records of the paper were destroyed. The mailing files alone were saved. The loss is $100,000, not fully insured.

Mr. Daniels recently bought the plant from a stock company of about a hundred men, which was organized many years ago. He acquired all except one share of the stock. Six years ago he completed his office building and home of the newspaper plant, one of the finest in Raleigh.

The News and Observer will be printed in the plant of the Daily Times, an evening paper, until Secretary Daniels can rebuild.

Secretary Daniels was at the joint dinner of the American Newspaper Publishers' Association and the Associated Press Thursday night, when word was brought to him that his newspaper plant had been destroyed by fire.

"It is hard," said Mr. Daniels, when he rose to speak, "to attend a banquet like this and enjoy it, when the accumulation of one's life time has been destroyed in a few short minutes, but the sympathy of my fellow editors and the consciousness that nobody was hurt makes me feel the spirit of jollity despite the loss."

As he left the hall to take the midnight train for Raleigh, several of the diners pressed about him with offers of aid.

The two-story frame building in Carlisle, Ark., where Opie Reed edited and printed the Prairie Flower, a weekly, was destroyed by fire last week.

A Strong and Prosperous Newspaper

Springfield Republican

MASSACHUSETTS

Established in 1824 by Samuel Bowles

Daily (Morning) $8.00
Sunday, $2.00 Weekly, $1.00 a Year

A Record Year in Business

The REPUBLICAN did the largest business in its history in 1912.

Its cash receipts from advertising in 1912 increased nearly 10 per cent. over those of 1911.

Its cash receipts from newspaper sales also showed a satisfactory increase.

The REPUBLICAN is a Superior Newspaper and a Superior Advertising Medium.

Rules Sunday Papers Are Weeklies.

Announcement was made at the Postoffice Department at Washington on Saturday of a ruling of the Canadian Postal Administration to the effect that copies of Sunday editions of United States newspapers sent to persons in Canada, who were not subscribers to the weekday editions, must pay postage at the rate of 1 cent for each four ounces. The Sunday editions alone are held by the Canadian authorities to be weekly newspapers and, therefore, subject to the higher charge instead of 1 cent a pound.

Herman Ridder Entertains Publishers.

Herman Ridder, editor of the New York Staats Zeitung and ex-president of the American Newspaper Publishers' Association, entertained at dinner last Tuesday night at his residence, 22 West Seventy-fourth street, the directors of the American Newspaper Publishers' Association, the publishers of several New York newspapers, and a number of visiting newspaper men who have come on to New York for the convention.

The Toronto (Canada) World has been elected to membership in the American Newspaper Publishers' Association.

THE DULUTH HERALD

THE LEADING DAILY OF THE NORTHWEST

for over 30 years has led its field in circulation and advertising. In maintaining its supremacy THE HERALD has

NEVER USED A PREMIUM

or resorted to a guessing contest or scheme of any kind. Its circulation is solid, substantial, UNBOUGHT.

THE HERALD COVERS DULUTH

and the rich Empire of Steel adjoining it like a canopy. You cannot reach buyers of the Great Northwest without it.

NATIONAL ADVERTISERS

have shown their faith in The Duluth Herald as the most profitable medium in the Northwest, many of them using it exclusively.

LA COSTE & MAXWELL,
Publishers' Representatives,
Monolith Building, New York
Marquette Building, Chicago.

NORRIS PAPER REPORT.

Chairman of Committee Anlyzes Print Paper Situation and Tellls of Beneficial Results that Will Obtain from Lower Tariff.

John Norris, chairman of the committee on paper, presented his report to the American Newspaper Publishers' Association on Wednesday. The report follows:

The immediate broadening of the market for the purchase of newsprint paper depends upon the passage of the proposed tariff on paper, substantially as reported by the Ways and Means Committee to the House of Representatives. Present indications in Congress point to the complete removal of import duties upon newsprint paper and upon mechanical wood pulp, as well as the abolition of all duties upon chemical wood pulp, when made from unrestricted wood. The abolition of the duty on lumber should tend to reduce the cost of wood to American papermakers by opening timber holdings that have been held for speculative purposes, and to that extent the removal of the duty on lumber should cheapen the cost of producing paper. This removal of import duties upon a consumption of 1,444,747 tons of newsprint paper in 1912, costing publishers over $62,000,000, becomes a material item in the operation of newspapers.

THE YEAR'S PRODUCTION.

More than offsetting an increased consumption of 65,203 tons in 1912 over 1911, or 200 tons per day, there was an addition of 840 tons per day in production during 1912, and a further addition of 675 tons per day planned for 1913. With these additions of 1,515 tons per day and with the American market opened to all the mills of the world without restriction, it would seem obvious that prices will soften. The reduction in duties should stop the schemes of artificial restrictions which have been made by papermakers to sustain weaker mills. It should check the secret quotations and agreed prices and one-year contracts and paper-weight standard established by papermakers. It should permit the natural forces of competition to prevail. Modern equipment and intelligent management should supplant primitive methods and antiquated machines that now clog American paper manufacture. Combinations of bankrupt mills will have difficulty in dictating prices in order that they may save themselves at the expense of the consumers. The reduction should force American papermakers to use the processes and methods which have enabled Germany to overcome adverse conditions in supplying the markets of the world. It is expected that the American papermakers, under normal conditions, will make cheaper paper than can be produced in any other country.

Recalling the gruesome predictions of ruin which the papermakers said would follow the admission of free paper and pulps from Canada, beginning July 26, 1911, it is worth while to point out that when the year 1912 had closed

TREFFLE BERTHIAUME.

all the paper trade joined in saying that 1912 had been "the banner year" in the history of the paper trade, and this was true notwithstanding the reduction in newsprint paper prices, which they estimated at $3 per ton.

MR. HASTING'S EFFORTS

On March 19, 1913, A. C. Hastings, the president of the American Paper and Pulp Association, visited Montreal and initiated a new organization of twenty-one Canadian pulp and papermakers to keep tab on output. In May, 1912, Mr. Hastings visited Europe and tried to induce the British and Swedish papermakers to co-operate in gathering statistics that would inform all manufacturers how the world's paper production was keeping pace with consumption. It is quite probable that such a plan may be adopted, but in view of the free market for pa, er, every effort made by manufacturers to abnormally increase prices should promote the establishment of new mills.

The production and consumption of newsprint paper in the United States during 1911 and 1912 is reported to have been as follows:

	Tons 1911.	Tons 1912.
Domestic production	1,366,605	1,426,928
Imports from Canada and elsewhere	55,830	85,593
	1,422,435	1,512,521
Exports by American mills	48,920	55,568
	1,373,515	1,456,959
Increase of stock on hand at end of year 1912		12,212
Actual consumption in U. S. during 1912		1,444,747
Reduction of stock on hand in 1911	6,029	
Actual consumption in U. S. in 1911	1,379,544	

Increase in consumption in 1912 over 1911, 65,203 tons.

PRICES.

The latest reports indicate a downward tendency of prices. During November, 1912, two offerings of paper, comprising 25,000 tons, were made at $1.86, f. o. b. mill, and 6,000 tons at $1.87, f. o. b. mill. Recent reports have been received of offerings in Chicago at $1.83, f. o. b. mill. Offerings to smaller papers in Illinois indicate f. o. b. mill prices of $1.90. Offerings in New York City have been made on the basis of $1.84, f. o. b. mill.

Publishers who have been paying from $42 to $45 per ton for paper delivered to them will be interested to know that the Powell River Mill, in British Columbia, in offering its bonds to the public for sale, declared that "making substantial allowance for the possibility of a redution in the price of paper (newsprint) through competition or unforeseen conditions, the company's profits by July 1, 1913, will be not less than $15 per ton on an annual output of 60,000 tons—$900,000." These figures indicate that that mill can make paper f. o. b. mill at not more than $23 per ton and probably at less cost.

NEW PRODUCTION.

The capacity of mills for the supply of newsprint paper increased 840 tons during 1912, as follows:

	Increase, tons per day.
Great Northern	30
Aldrich	5
De Grasse	50
Tidewater	100
Wisconsin	5
Rhinelander	20
Spokane	10
Willamette	15
J. R. Booth	10
Belgo-Canadian	10
Price Bros. & Co.	150
Lake Superior	100
Espanola	100
Sturgeon Falls	50
Newfoundland	85
Powell River	100
Total for 1912, tons per day	840

TO BE STARTED IN 1913.

	Tons per day.
Crown Columbia	55
Thorold	120
Fort Frances	120
Powell River	125
Donnacona	50
De Grasse	55
Lake Superior	100
Spanish River	50
Total for 1913, tons per day	675

Total for 1912 and 1913, tons per day 1,515

Equaling approximately an addition of 33 per cent. of present output.

The American Paper and Pulp Association has compiled a list of fifty pulp and paper enterprises incorporated in Canada in 1911 and 1912, capitalized at $140,180,000.

IMPORTS AND EXPORTS.

The imports of newsprint paper for the calendar year 1912 were 85,593 tons, of which all but 940 tons came from Canada, that country having been favored by a discrimination of $3.75 per ton under Section 3 of the Reciprocity Law. To offset those importations, the American newsprint papermakers shipped abroad 55,568 tons, leaving an excess of only 30,025 tons in importations over exportations, or approximately two per cent. of the total consumption. Some of this increase in importations is due to the failure of American mills to keep pace with the natural growth, and some of it is due to the arbitrary restriction of production. In 1912, the papermakers made ninety-five per cent. of their capacity, a restriction of 70,000 tons for the year. At the end of February, 1913, the paper mills had a stock of 37,834 tons of paper at the mills, or a nine-day supply for all the newspapers of the country.

Five hundred and forty thousand one hundred and forty-eight tons of wood pulp, valued at $14,903,215, were brought into the United States in 1912 to enable the American papermakers to supply their home market and to overcome the deficiencies of the domestic wood supply.

PRESERVATION OF PAPER.

During the year 1912, the American Library Association complained of the inferiority of the paper used in printing newspapers and of the librarian's inability to preserve his bound files. While the quality of the material used is concededly not designed for permanent preservation, the librarians do not do all that they should do in caring for files. Some daily newspapers—the Brooklyn Eagle, Providence Jour-

(*Continued on page* 114.)

ALBERT FRANK & COMPANY

General Advertising Agents

26 BEAVER STREET NEW YORK CITY, N. Y.

Established 1872

JAMES RASCOVAR, President

AGENTS AND REPRESENTATIVES IN GREAT BRITAIN
THE CENTRAL NEWS LIMITED
5 NEW BRIDGE ST. LONDON, E. C.
SPECIAL REPRESENTATIVES IN LEADING CITIES OF ALL FOREIGN COUNTRIES

Recognized as one of the leading advertising agencies of the United States and Canada for over 40 years.

BRANCH OFFICES
CHICAGO 332 SO. LASALLE STREET
BOSTON 109 STATE STREET
PHILADELPHIA 418-20 SANSOM STREET
PITTSBURG 237 FOURTH AVENUE
BALTIMORE 105 EQUITABLE BLDG
WASHINGTON 30 WYATT BUILDING
CINCINNATI 6 AND 7 MITCHELL BLDG.

Departments specially equipped to assume charge of any kind of advertising

FINANCIAL—INDUSTRIAL—RAILROAD—STEAMSHIP

OUR PRINTING ESTABLISHMENT

connected with our Art and Literary Departments under our own supervision places us in a unique position to produce the highest quality of printing, lithography and engraving.

OUR SERVICE.

We can effect a saving in many instances, because of the experienced staff of writers and artists we employ and by our system of preparing orders, checking papers, obtaining accurate bills and the necessary affidavits of publication when required.

OUR FOREIGN CONNECTION.

The Central News Limited, 5 New Bridge Street, London, E. C., England, the oldest and largest News organization in the United Kingdom of Great Britain and which has an extensive and well organized Advertising and Publicity Department, are our agents and representatives for all foreign countries, enabling us to handle and place advertising and news throughout the wor.d.

Correspondence Solicited.

TALKS ON MANY TOPICS

Thumb-Nail Interviews with Newspaper Publishers at the Convention on Business Conditions in the Trade and Progress of Year.

By Frank Leroy Blanchard.

Elbert H. Baker, publisher of the Cleveland Plain Dealer and president of the A. N. P. A.—I have been coming to these conventions for nearly twenty years, and one of the interesting things I have observed is the development and growth of the members with whom I am personally acquainted. We meet here and talk over the things in which we are mutually concerned. The suggestions made and the results of the experiences of others help us when we get home to get out better newspapers and, incidentally, make more money.

From time to time the proposal has been made that the A. N. P. A. should include in its membership all of the newspaper publishers in the United States. From a theoretical viewpoint the idea is a good one, but practically it is not. The small publishers cannot

LELAND M. BURR.

afford the annual expense, which includes not only the dues but the cost of the trip to New York to attend the convention. We cannot reduce the annual dues because of the large expense incurred in carrying on the work of our organization. In fact, the time may come—I do not say that it will—when the dues may have to be increased.

The publishers throughout the country now have their State and district organizations, which are doing splendid work on an economical basis. Their membership charges are small, the meetings are addressed by able men, and practical subjects are discussed. The men have a chance to get acquainted with each other and to profit from each other's experiences.

It is from these organizations that our membership is largely recruited. The A. N. P. A.'s work is national in its scope and is designed to benefit its members primarily, and ultimately the entire newspaper industry. It is a source of gratification to me that the association has been able to accomplish so much with a minimum amount of expense.

Victor F. Lawson, publisher of the Chicago Daily News.—Business conditions in Chicago are much improved over those obtaining a year ago. The merchants are having a good volume of trade and are looking forward to an unusually prosperous year. In the newspaper publishing field we have no complaint to make. The strike of last year crippled us somewhat, but we have now recovered lost ground and are forging ahead at a rapid pace.

I believe that we are going to have an unusually good year in 1913. Our advertising on the News has increased in volume and our circulation shows very satisfactory gains. We increased our classified rate to 25 cents in March, but in spite of this fact classified advertising has showed a marked increase in volume. The pressure upon our columns at times compels us to turn down a lot of valuable advertising. Recently on a single day we had to reject twenty-seven columns because of lack of space.

George H. Larke, publisher of the Indianapolis Sun—When I took over the Sun on Jan. 15 I found that I had a big task before me in reorganizing the staff and in straightening out matters

EDGAR M. FOSTER.

connected with the publication. The paper had a circulation at that time around 20,000. I went over the subscription list and the sales list, and cut out a lot of copies that were not part of the legitimate circulation of the paper. During the intervening months the paper has gained between twelve and fourteen thousand copies in circulation. The people of Indianapolis seem to be appreciative of the work we are doing, and I think that during the year we will be able to make a very excellent showing.

William L. McLean, publisher of the Philadelphia Evening Bulletin—I do not believe in circulation scheme and have not employed them on my paper. Much of the circulation that is gained through contests is lost when the time comes for renewing. Our advertising record shows that we have made excellent progress since last year. By the way, I secured my first newspaper position through an advertisement inserted in one of the newspapers by the Pittsburgh Leader. My first work consisted in assisting in the publication of a newspaper almanac. When I had finished this particular task, I was placed in one of the regular departments.

Fred N. Dow, president of the Portland (Me.) Express—Business conditions in our city are not as satisfactory as they might be. The retail merchants are complaining of slack trade, and the wholesalers say that goods are not moving as rapidly as they ought at this time of year. The Express has enjoyed a fair measure of prosperity. We have made gains in advertising and in circulation, but hope to do better during 1913.

Bruce Haldeman, business manager of the Louisville Courier-Journal—During the flood period Louisville was the gateway to the great Southwest and Middle West. Many of the railroad roadbeds were so badly washed away that trains could not be operated for days at a time. It so happened that one or two of the railroads running through our city because of their location along high ground were not put out of business, and because of this fact trains from half a dozen other roads were dispatched over these lines. The South, generally speaking, is in splendid shape. The indications are that the cotton and other crops will be large. The manufacturers are happy because they have plenty of orders on hand to keep them going. The Courier-Journal is enjoying a healthy increase in business—nothing phenomenal, but very satisfactory.

Hilton U. Brown, general manager of the Indianapolis News—Thirty-five hundred houses in one part of our city were invaded by the recent flood. The water works went out of commission, but not until the people had been warned and had time to draw enough water for drinking purposes to last them several days. We published the News every day, but when the water was highest we couldn't deliver copies to our subscribers, and so we notified advertisers that they had better omit their usual announcements until after the water had receded sufficiently to allow the resumption of business. We did not consider it fair to take advertisers' money under the circumstances. Aside from the slump in business during the flood period, the News has had no reason to complain. I believe that unless something unforeseen happens we will have one of the best years in our entire history.

Victor F. Lawson, editor and publisher of the Chicago Daily News—I was in Egypt during the Spanish-American war, and while at Cairo I one day received a dispatch from John T. McCutcheon, a member of my staff, asking permission to accept an invitation to go to the front on the McCullough, one of the warships of our Navy. I gave my consent and was afterward very glad I did so, for the McCullough participated in the Battle of Manila Bay, and McCutcheon's dispatch was the first to bring the news of the victory to this country. Unfortunately the daily does not issue a Sunday edition, and as the cablegram arrived early Sunday morning it could not be used in our own paper. The other papers that at that time were receiving the Daily News news service received the benefit of its use.

Louis H. Brush, publisher of the East Liverpool (O.) Review, Salem News and Alliance Leader—Business in our district has been unusually good during the past year. It is way ahead of 1911 and promises to be much better during 1913. We are a little apprehensive in regard to what Congress is going to do. If our legislators would go ahead and get through with the tariff bills promptly, we would know where we are at and could govern ourselves accordingly. Our manufacturing industries are in splendid shape; one concern has over $2,000,000 worth of orders on hand, and the others have enough work to keep them going for twelve months. If Congress passes bills that seriously affect our industries, we do not know what will happen. At the present time, however, the outlook for business during the present year is excellent.

R. A. Crothers, publisher of the San Francisco Bulletin—Up to April of this year business conditions in San Francisco have been far better than they have been any year since the fire. Since then there has been a notable falling off in the volume, owing, it is believed, to the agitation in regard to the tariff. If

SOLD OUT!

This tells the story of the first issue of

HEARST'S SUNDAY AMERICAN

PUBLISHED IN ATLANTA, GA.

By William Randolph Hearst

Nearly every newsdealer in the South, all of whom had placed large orders, reported "Sold out."

This first issue had a circulation of

110,000

The next issue and those to follow will have to be much larger. Here are some telegrams which speak for themselves:

CHARLESTON, S. C.—Net sale indicates 3,000 copies.
WILLIAM MORRISON

COLUMBUS, GA.—Over 750 Sunday Americans sold on streets before 11 o'clock Sunday morning.
JOHNSTON.

BIRMINGHAM, ALA.—Big sale of Hearst's Sunday American at all news stands.
BUCKSTON.

JESUP, GA.—My entire order sold out. I double it for next Sunday.
ARTHUR BYINGTON.

ROME, GA.—Only 20 papers unsold out of my entire order of 600.
ROBERT L. ATTAWAY.

AUGUSTA, GA.—Hearst's Sunday American enthusiastically received. Record breaking sale.
ALBION NEWS COMPANY.

"Supremacy In The South"

FOREIGN REPRESENTATIVES

WILLIAM N. CALLENDER, Jr., Broadway and 59th Street, New York
CHARLES T. HENDERSON - 504 Hearst Building, Chicago
V. P. MALONEY - - - 80 Summer Street, Boston, Mass.
J. CARR GAMBLE, 1304 Third National Bank Building, St. Louis, Mo.

Congress would hurry up and get the tariff straightened out I am sure that we will soon go back on to the old basis. San Francisco now has a population of about 475,000, which is larger than it was at the time of the fire. The city has been entirely rebuilt with modern steel and cement constructed buildings that are the last word in architectural perfection. There is only one district that has remained quiescent in its building operations, and that lies between the business section and the residential section. The reason for this has been that the owners of the real estate did not know what kind of structures to erect to the best advantage. Recently, however, they have begun to put up apartment buildings, the accommodations of which are greatly in demand. There has been little change in the newspaper situation in San Francisco during the past year. The Bulletin has made very satisfactory progress. Our foreign advertising shows a growth of at least forty per cent. over the previous year. This is accounted for by the approaching advent of the Panama-Pacific Exposition. We claim for the Bulletin the largest bonafide circulation in the city, and I have not yet seen any evidence which causes me to doubt the justice of our claim.

Samuel G. McClure, editor and publisher of the Youngstown (O.) Telegram—Business in the Mahoning Valley is in a prosperous condition. As long as conditions remain abroad as at present, we are not worrying at all about business. Prices are higher on the other side of the Atlantic than they are here, but when the time comes that they are reduced we will be seriously affected. One of our great industries is the manufacture of iron pipe for the California oil field. When the prices abroad fall, our foreign competitors will be able to deliver pipe on the Pacific then trouble will begin. The newspaper situation is satisfactory in spite of the devastation wrought by the flood. Unless something unforeseen happens, we will close the year 1913 with the best record we have ever made.

A. C. Weiss, publisher Duluth (Minn.) Evening Herald—I received a dispatch from home this morning, saying that the ice was out of Lake Superior. This means the opening of what we believe will be one of the most prosperous seasons we have ever known on the Great Lakes. It is estimated that the tonnage of ore this season will exceed 50,000,000. We newspaper men are, therefore, looking forward to a

(*Continued on page* 117.)

The Rochester Democrat & Chronicle

The one big paper in its field.
Largest total circulation.
City circulation as large as the total circulation of any other Rochester paper.

OVER 63,000 DAILY

Lane Bryant
INC.
Managers Foreign Advertising
Chicago NEW YORK Boston

THE EDITOR AND PUBLISHER BOOTH AT THE PRINTING AND PUBLISHING EXPOSITION.

PRINTING EXPOSITION.

Many Interesting Exhibits of Publishing Equipment Seen at National Show in Grand Central Palace —Big Business Done.

A Goss Comet flat bed, web perfecting press, printing a newspaper at the rate of 5,000 an hour, was an attraction that drew a big crowd throughout the exhibition. The Comet prints from type or flat forms and roll paper, and requires but six composition rollers and two inking fountains. A five-horsepower motor runs it. The exhibit was in charge of Paul F. Cox, inventor of the Comet, and a staff of salesmen.

The press on exhibition was sold the second day of the show to Lieutenant-Governor Frank E. Howe, of Vermont, publisher of the Bennington Evening Banner. Mr. Cox has been identified with the Goss Co. for a little more than three years, and in that time has sold more than a hundred flat bed presses. Of the Comet, which he brought out about two years ago, he has placed seventy-five. He is a brother of the late J. L. Cox, the originator of the flat bed web perfecting press. Fred Goss spent considerable time at the company's exhibit, greeting old friends and making new ones.

An exhibit that aroused more than passing interest with publishers was that of the Autoplate Co. of America, located at Booth 27. A semi-autoplate was kept in almost continuous operation. The efficiency of this machine, which requires only one man to operate it, was a revelation, particularly to those who had never seen it working before. Mats were made and cast with a rapidity that was startling. The Wood dry mat was used, and the absence of the drying table, whether steam or electric, was the cause of much interesting comment.

Booth 6, on the north side of the floor of the Palace, housed the exhibit of the New York Globe and Associated Newspapers. Framed pages advertising advertising, specimens of Globe features, and a chart showing the circulation of the Globe in New York and vicinity by districts were among the features of the display. The Booth proved a favorite stopping place for publishers and advertisers.

One of the most interesting exhibits at the exposition was that of the F. Wesel Manufacturing Co., manufacturers of printers' and plate makers' equipment. A special feature of the display was a 2,000 ton lead molding machine which was sold during the early part of the show. Other machines exhibited included a power matrix roller, matrix tissue holder, proof press, etc. Ferdinand Wesel, president and general manager of the company, spent considerable time at the show. The firm booked a large number of orders for various machines.

Bingham Bros., whose fame as roller makers reaches from coast to coast, were located in very attractive quarters on the east side of the exhibition floor. That many of the visitors had a real serious interest in roller composition, etc., was evidenced by the number that thronged the exhibit from time to time.

DUPLEX EXHIBIT.

Col. Eugene L. Markey, of New York and Battle Creek, Mich., assisted by an able staff, looked after the interests of the Duplex Printing Press Co. The concern did not exhibit a press, but contented itself with a display of matrix-making machinery. Two mechanical compressors in particular proved interesting to visiting publishers, and the staff was kept busy demonstrating the machines. Col. Markey himself was continually oscillating between the exposition and the A. N. P. A. convention headquarters at the Waldorf-Astoria.

The chief feature of the R. Hoe exhibit and a source of never-failing interest was a model of the first sextuple printing press ever constructed. It is composed of 16,000 separate pieces and perfect in every detail. The model was kept running throughout the show, printing miniature copies of the New York Herald. It was constructed twenty-two years ago at the request of the United States Patent Office and formed a part of its exhibit at the Columbian Exposition held in Chicago in 1892. The model is made of brass and enclosed in a glass case. It cost more than $10,000 to construct. The original sextuple press, of which the model is an exact copy, was considered at the time of its construction to be the greatest example of mechanical ingenuity in the world.

Located in cosy quarters on the west side of the Palace was Howard E. Miller, of International Syndicate fame. The various features marketed by the International were attractively displayed and the capacity of the booth was taxed the greater portion of the time.

Of the many displays at the show none attracted more visitors than that of the monotype, which occupied spacious quarters on the south side of the building. The Lanston company exhibited three machines.

The Memphis News Scimitar

Continues its wonderful progress

CIRCULATION 49,849
(Average for first 15 days of April)

The advertising columns are growing in proportion.

The reason is apparent as the NEWS SCIMITAR is the popular home Newspaper—has the largest home circulation and the greatest influence in each home. Today in Memphis

"IT'S THE NEWS SCIMITAR"

Lane Bryant
INC.
Managers Foreign Advertising
Chicago NEW YORK Boston

NORRIS PAPER REPORT.

(*Continued from page 111.*)

nal and the Red Wing (Minn.) Republican—are printing special editions on a superior quality of paper for historical preservation. The demand for such copies is so small and the results so meager that little encouragement has been obtained for extending that effort by other newspapers.

SUBSTITUTES FOR SPRUCE PULP.

The hunt for a substitute for spruce pulp continues with unabated energy. Several ventures that made extraordinary promises of profit have been exploited during the year. Newspapers have published amazing calculations of raw material available for papermaking. They have predicted the dawn of a new era when the American papermakers will be free from the exactions of Canadian pulp wood men. It is possible that some substitution of spruce pulp may be obtained. Fortunes await the successful workers. After three years of patient research the Government Laboratory at Wausau, Wis., has not obtained from other woods a satisfactory article. It has not been able to obtain the color which newspapers require. The Government Bureau of Plant Industry has also failed to obtain the object that is sought. Experiments with sugar stalks and cornstalks have been continued for more than twenty years. While good pulp available for many kinds of paper has been made, the cost of obtaining the product has not been a commercial success. For instance, six tons of cornstalks are required to make one ton of fiber. Chemical treatment is necessary, whereas one cord of spruce wood, weighing approximately two tons, will produce one ton of ground wood merely by applying the wood against the face of a grindstone. The wood is floated down streams at a minimum cost for transportation and handling, and is converted into mechanical pulp at a minimum cost of labor and without chemicals. It is possible that a substitute for spruce pulp may be found in some by-product of another process. Representations of success in these efforts should be regarded with caution.

STANDARDIZATION.

The reports of widths of rolls furnished by 851 daily newspapers show the following divisions:

48 inches and under	82
61 to 65½ (inclusive)	7
66 inches	46
66¼ to 66¾ (inclusive)	48
67 inches	248
67¼ to 67¾ (inclusive)	23
68 inches	89
68¼ to 68¾ (inclusive)	14
69 to 69¾ (inclusive)	33
70 inches	161
70½ to 72¾ (inclusive)	26
73 to 75¾ (inclusive)	41
76 inches and above	33
	851

The widths between sixty-six and sixty-eight inches (inclusive) are used by 454 newspapers, constituting more than half of the total reporting. Their consumption had been seventy-five per cent. of the total production, but with the recent change of the Hearst papers, and the Boston Post and the New York Times, and other considerable consumers of newsprint paper from the seven-column page to the eight-column page—that is, to the seventy-three-column width, the preponderance heretofore maintained by the sizes between sity-six inches and sixty-eight inches, inclusive, is materially diminished.

An effort will be made to obtain a lighter weight standard than that fixed by the papermakers, viz., thirty-two pounds for 500 sheets, measuring twenty-four by thirty-six inches. The more important paper companies, such as the International Paper Co., make a concession to buyers at times by agreeing to furnish paper below that standard, and they do furnish a paper that runs through the press without breaks and prints well. In a test of weight and strength of papers made several years ago, it was found that paper weighing thirty pounds gave satisfactory results, a saving of over six per cent. in price on the basis of sheets produced.

COMMITTEE ASKS RELIEF.

The papermakers who supply foreign markets find themselves under compulsion to sell their products on the basis of length of web, an ordinary roll measuring 7,000 yards. With such a standard, the net weight of a roll furnished an accurate and immediate test of relation to weight standard. The matter of supplying synchronizing paper rolls for American newspapers as is done for foreign consumers has been frequently discussed by American papermakers but not adopted.

In view of the fact that the purpose for which the paper committee was created will have been accomplished upon the signing of the bill placing newsprint paper upon the free list, the committee on paper asks that it be relieved of its work and responsibilities at that time, and that the board of directors be authorized to take such further steps as may be necessary to gather and furnish information to members relating to the paper market.

CHANGES IN RETAIL LOCAL PRICES.

During the past year changes in retail local prices of daily newspapers were made as follows:

REDUCTIONS.

Trenton (N. J.) State Gazette, From 2 cents to 1 cent.
Trenton (N. J.) True American, From 2 cents to 1 cent.
Trenton (N. J.) Times, From 2 cents to 1 cent.
All Kansas City (Mo.) papers to 1 cent.
Troy (N. Y.) Times, From 2 cents to 1 cent.

INCREASES.

Charlotte (N. C.) Observer, From 1 cent to 2 cents.
Four Bridgeport (Conn.) papers, From 1 cent to 2 cents.
Milwaukee (Wis.) Leader, From 1 cent to 2 cents.
Hartford (Conn.) Post, From 1 cent to 2 cents.
East Liverpool (O.) Tribune, From 1 cent to 2 cents.

The Boston Journal increased its price from one cent to three cents for a short interval and then reduced it to one cent.

Public Ledger to Sell for Two Cents.

The Philadelphia Public Ledger announced in its issue of Thursday morning that it will be sold at two cents per copy on and after May 1. The price of the Sunday Ledger will remain five cents a copy. The change restores the price of the paper to the same figure it was prior to August, 1901, which price prevailed for a generation preceding. The Ledger was purchased recently by the Curtis Publishing Co., which is planning extensive improvements in the general character and make-up of the paper. The Public Ledger at the new price, the publishers announce, will be expanded in volume, in features, and in scope, and they hope to make it typographically as excellent as the best. proved mechanism can produce, on paper stock of superior, substantial, and higher quality. New mechanical equipment will be installed.

HOWARD E. MILLER
President-Treasurer

Established 1899

E. MAURICE MILLER
Secretary-Manager

The International Syndicate

Features for Newspapers

BALTIMORE, MD.

NO CONTRACT—We sell strictly on merit, our subscribers being privileged at all times to discontinue on notice.

WEEKLY PAGES
Comic
Fashion
Children's Feature and Home Circle

DAILY COMICS
Scoop, the Cub Reporter
Wellman's Foot of Fun
Daily Laugh

FOR YOUR WOMAN'S PAGE
Embroidery Patterns
Sunday and Week-day
Line and Half-tone Fashions
Barbara Boyd

MISCELLANEOUS
Weather Reports
Daily Puzzles
Portraits

Keeping Pace With Detroit's Growth

Population of Detroit	Circulation of Detroit News (Week Days)	Circulation of Detroit (Sunday) News-Tribune
1905—403,512	101,846	56,877
1909—482,000	113,950	64,155
1910—515,414	119,184	67,429
1911—552,275	129,983	81,351
1912—567,994	154,979	98,178
1913—585,033 (Estimated)	144,210 Jan., Feb. and Mar. Evening paper only	112,147

The 1912 week-day circulation includes the morning edition of the Detroit News which became a separate and distinct morning newspaper on January 1, 1913, under the title "The Detroit News Tribune" which in conjunction with the Sunday issue, created a seven day morning newspaper.

Over 70% of these papers' circulation is in Detroit

The Detroit News has a lead of 100%, and the News-Tribune (Sunday) 25% over any competitor in their respective fields.

The Detroit News and News-Tribune were the only Detroit papers to furnish the Postmaster, also publish sworn statement of ownership, management and circulation for the half year ending, March 31st, 1913.

The average circulation of the morning News-Tribune (Week days) is in excess of 25,000.

FOREIGN ADVERTISING DEPARTMENT

New York Office
I. A. KLEIN, Manager
Metropolitan Tower

Chicago Office
JOHN GLASS, Manager
Peoples Gas Bldg.

WALDORF EXHIBITORS.

Intertype, Mergenthaler, International Service, World Syndicate, Hoe, and Many Other Represented.

The number of exhibitors at the Waldorf during convention week was about the same as in former years. They included two of the type composition machines, the syndicates and trade publications. For the first time many of the publishers had an opportunity to see intertype machines in operation.

The manufacturers claim for the intertype that it will set more matter within a given period than any other machine on the market. This claim is, of course, questioned by the manufacturers of other type-composing machines.

The company's first machine was installed in the office of the Journal of Commerce in March. Up to date only sixteen have been manufactured. It is understood that the company is taking no orders for delivery until after Sept. 1.

The intertype's exhibit was under the direction of J. A. Ridder, general manager of the company. He had as assistants during the week J. Arch Mears, C. D. Montgomery, W. D. Cox, W. E. Bertram, J. O'Sullivan, W. Medford, James Crombie, Charles Bertyman, B. Wyckoff, O, Schneider, W. Ball.

MERGENTHALER EXHIBIT.

The Mergenthaler Linotype Co. exhibited a number of their latest models, including Model K, the new double magazine machine, which sells at a much smaller price than the others. As a majority of the larger daily newspapers use the linotype in their composing rooms, nearly all who attended the convention visited the exhibit in order to acquaint themselves with the latest improvements made.

The walls of the rooms in which the machines were shown were hung with pictures showing the advantages of the linotype over other typesetting models. Some of them were unusually clever.

The Mergenthaler exhibit was in the hands of H. W. Cozzens, manager of the New York sales department, who was assisted by L. A. Hornstein, manager of the publicity department of the company; George E. Lincoln, manager of the Chicago agency; Fred W. Bott, manager of the New Orleans agency, and Fred A. Slate, Walter H. Savory, Charles P. Gurnett, E. L. Roberts, Alfred Archer and W. L. Parks, of the New York sales department.

Norman Dodge, second vice-president of the Mergenthaler Co., was in attendance at the exhibit at various times during the week.

The operators who helped to demonstrate the machines were A. W. Berry, Alfred Washburn and David Snell.

The display of the International News Service was inspected by many of the visiting publishers. The walls and tables were covered with specimens of the cartoon work of Powers, Opper, Tad and the pictures of well-known Hearst artists. Specimens of fashion and feature pages were also shown. Those in charge of the exhibit were R. A. Farrelly, F. F. Olofein, E. B. Hatrick and W. S. Brons.

The World Syndicate was represented by F. B. Knapp, the manager and several assistants, who were kept busy all the week explaining the service and pointing out its advantages. Among the exhibits were specimens of the World Magazine in seven and eight columns, daily series of comic cuts and special articles from the Evening World, including the well-known "Smatter Pop" pictures. Specimens of the Sunday comic supplement in colors were also shown.

One of the most complete exhibits at the convention was that of the World Color Printing Co., of St. Louis, Mo. The variety of features as presented by Manager R. S. Grable and Assistant Manager W. Herbert Heine, in Room 144, showed the members that an entire Sunday or daily paper could be printed from these features, leaving only the actual daily news to be set up.

WHAT FEATURES INCLUDE.

The more than thirty features included comics, fashions, sports, news and pictures of interest to women, fiction, comic strips, and an entirely new departure on the Anna Belle cloth dolls, for which there is a great demand among the readers. The company also gets out a special cover page for automobile or "boost" editions, the other three pages being left blank for special advertisements. This cover, like all the other features, is sent printed, ready for use, or in mat form.

Many publishers, known as members of the "Hoe Family," visited the quarters of R. Hoe & Co. They were received by Oscar Roesen, chief salesman of the company, and looked upon as one of the most expert printing press salesmen in the world. Mr. Roesen has just returned to the United States after a trip around the world, the main object of which was to complete sales in Australia, where he closed contracts aggregating half a million dollars. A novelty was introduced by G. R. Creighton, associated with Mr. Roesen. Mr. Creighton prepared a miniature first page of a newspaper on a typewriter, in which was told the news of the day in the Hoe parlors, and giving the names of those who visited headquarters and discussed the printing presses manufactured by the company.

Keen interest was manifested by the publishers in the exhibit of the Associated Newspapers and the United Newspapers in the white and gold room on the convention floor. Jason Rogers, publisher of the Globe, New York City, and secretary of the Associated Newspapers and president of the United Newspapers, was in charge, assisted by William A. Thomson, assistant publisher, and J. G. Lloyd. This organization presented its specialties in book form, one of which is produced each day. This novelty attracted favorable attention.

Much actual business was done by the Syndicate Publishing Co. in its dictionaries, Bibles and encyclopædias, exhibited close to the convention hall. W. T. Adair, general manager, was in charge, assisted by L. M. Rankin, vice-president, and W. J. Cobb, C. F. O'Toole and W. T. Petty, traveling representatives.

The Seattle Times

STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 3,284,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines.

The foreign business amounted to 1,036,000 lines. Gain in foreign business was 238,000 agate lines over 1911.

In December, 1912, Times led nearest competitor—266,000 lines of local and 12,600 lines of foreign advertising.

Circulation for December, 1912, was Daily 67,000 and Sunday 87,000.

The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

New Orleans States

32,000 Daily.

Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans.

Week of Dec. 30, to Jan. 5, 1913, inclusive. The States led The Item by 19,556 agate lines on Total Space for that period.

THIS IS NOT IRREGULAR, BUT VERY FREQUENT.

Don't be fooled by wild, unsupported claims "month after month."

Proof of above record shown by agate rule. The States produces results always.

The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

The Circulation Figures of

The San Antonio Light

are an open book to all advertisers

No newspaper is playing fair with advertisers unless it furnishes them with complete and accurate figures of circulation.

The Light has consistently offered its advertising patrons sworn statements of its net paid circulation and has moreover gone to considerable expense to have the figures as presented verified by outside agencies.

	DAILY	SUNDAY
1912 Yearly Average, Gross...	**18,852**	**20,914**
Returned, etc.....	**1,390**	**1,332**
1912 Yearly Average Net Paid.	**17,462**	**19,582**

DISTRIBUTION

City Circulation.....	**69%**
Country Circulation.....	**31%**

MARCH CIRCULATION

The total circulation of The San Antonio Light during March, 1913, was 637,993.

The total daily average circulation of the evening edition was 20,177 copies and the Sunday edition was 22,697 copies.

Omitting all spoiled, left over, unsold, returned, filed, samples, advertisers and exchanges, the total net paid daily average of the evening edition was 18,649 copies, and of the Sunday edition 20,542 copies.

The Association of American Advertisers has examined and certified to the circulation of The San Antonio Light for the nine months ending June 30, 1912.

The circulation of The San Antonio Light for the nine months ending February 28, 1913, has been certified to by N. W. Ayer & Son, of Philadelphia.

The audit of the above agencies is regarded as authoritative and final by the advertisers of America and Europe.

DOUBLE THE LOCAL CIRCULATION OF ANY OTHER SAN ANTONIO PAPER

The figures on this page represent:

The largest circulation in Southwest Texas of any newspaper.

Double the circulation in San Antonio of any other newspaper.

Thousands of dollars to the advertiser who will avail himself of them.

That San Antonio merchants have realized these facts is evidenced by a gain in advertising of **781,766 agate lines** of advertising, made by **The Light** during the nine months ending December 31st, 1912, over the same months of 1911.

You can follow the example of the San Antonio merchants with profit.

Paul Block

Managers Foreign Advertising

Chicago NEW YORK Boston

Average Circulation of Week-Day Editions of The NEW YORK AMERICAN Now Exceeds 275,000 Net-Paid Copies

New York American

Has more *Quality* Readers Than Any Other New York Newspaper

And Here Are Some Of The *Quality* Features Which Have Won For It *Quality* Supremacy:

ART	*By*	Chas. H. Caffin
MUSIC	*By*	Chas. Henry Meltzer
DRAMA	*By*	Alan Dale
SOCIETY	*By*	Cholly Knickerbocker
BUSINESS and FINANCE	*By*	B. C. Forbes W. R. Lawson, of London Broadan Wall Joseph R. Pritchard Edward Low Ranlett
BASEBALL, YACHTING, AUTOMOBILING	*By*	Damon Runyon Allen Sangree Duncan Curry W. J. Macbeth
EDITORIALS and SPECIAL ARTICLES	*By*	John Temple Graves Elbert Hubbard James J. Montague Rev. Thomas B. Gregory Winifred Black Edwin Markham Virginia Terhune Vandewater
FOREIGN NEWS	*By*	W. Orton Tewson Chester Overton Marquis de Castellane Paul Pierre Rignaux C. de Vidal-Hundt Fritz Jacobsohn J. M. E. d'Aquin George M. Bruce
HUMOR	*By*	Bud Fisher George M'Manus T. E. Powers Frederick Opper

Greatest Quantity of Quality Circulation

Sunday Circulation Exceeds 750,000 Net Paid Copies Per Issue

PRESS CONVENTIONS.

(*Continued from page 102.*)

be up to the Board of Directors.

FRIDAY MORNING.

The members of the A. N. P. A. were a little bit slow in getting together on Friday morning. Those who had attended the banquet the night before were in no hurry to get out of bed early enough to begin work at 10 o'clock.

The third round and wind up of the A. N. P. A. convention brought together about half of the number of delegates that attended Thursday's meeting.

The morning session was devoted to various topics, papers occupying a conspicuous part of the program. John Norris, chairman of the Committee on Papers, told of having interviewed many publishers on the question of changing from a seven-column page to eight columns. He said that opinion was divided, but that most publishers are gradually adopting the latter size of page.

Hilton U. Brown told the members about experiments being made in the Indianapolis News office with dry mats. He said that, while these experiments had not been very extensive, the results thus far obtained have proved generally satisfactory. For a long time publishers have wondered what could be done with used mats, and Mr. Brown and several others said that the problem had been solved in many parts of the country, as many persons are buying the old mats and lining henhouses with them.

Manager Palmer said that many local claims are being settled and that collections generally are being made easily.

Representatives from Chattanooga had favorable comment to make on the progress of moving-picture advertising from free publicity given to the film companies in that city.

In regard to the practice of sending copies of Sunday papers to want advertisers, when their advertisements are placed through an advertising agent, it was the general opinion that, in most cases, the papers are sent for checking only to the agent. This was considered sufficient for checking purposes.

No action was taken on the premium situation, a practice which has been condemned by many newspaper publishers. What is being done at the present time was related by J. E. Atkinson, president of the Toronto Daily Star; A. G. Carter, vice-president of the Fort Worth Star-Telegram, and Elbert H. Baker, proprietor of the Cleveland Plain Dealer.

The following directors were named, to serve one year: Harry Chandler, Los Angeles Times; Charles H. Taylor, Jr., Boston Globe; J. F. MacKay, Toronto Globe; Hopewell L. Rogers, Chicago News.

FRIDAY AFTERNOON.

At the morning session no definite action was taken on the Bureau of Advertising, comprising the United Newspapers, the Daily Newspaper Association and the National Association of Newspapers, which was sanctioned by the A. N. P. A. The committee appointed by the convention to report to the directors of the association, after reviewing the plans of the new bureau, announced that it would present the proposition at the afternoon session. It was the consensus of opinion at the morning gathering that the bureau would receive the support of the A. N. P. A. as a branch, but that the association would not finance the proposition.

At the afternoon session the officers who headed the association as it was organized under the State corporation business law were named to fill the same positions with the reorganization under the membership law, which places the association on the same footing with the Associated Press.

The Jackson Patriot

is supreme in its field. It is undoubtedly Michigan's best buy.

A harvest of returns await the aggressive campaigner.

PAYNE & YOUNG

NEW YORK CHICAGO

THE

Hartford Times

HARTFORD, CONN.

Sold an Average of **21,852** Copies Per Day

During the first three months of 1913—A gain of 1176 over 1912

The net circulation for the same period was 23,091. Complete details of distribution will be furnished upon application—Also any desired information regarding the prosperous field which *The Times* covers so completely.

KELLY-SMITH CO., *Representatives*
220 Fifth Ave., New York, N. Y.
Peoples Gas Bldg., Chicago, Ill.

THE NEWS

BUFFALO, N. Y.

Circulation for Year, 1912

99,565

EDWARD H. BUTLER, Editor and Prop'r

KELLY-SMITH CO., Foreign Representatives

Chicago Peoples Gas Bldg. New York City 220 Fifth Avenue

S. Blake Willsden

MANUFACTURERS' AND PUBLISHERS' REPRESENTATIVE

UP-TO-DATE

Circulation Features

NEW LOCATION

1606 THE HEYWORTH BLDG., CHICAGO

TALKS ON MANY TOPICS.

(Continued from page 113.)

good business year. Trade in all lines seems to be excellent, and we are even now feeling the effects of it in the Herald office.

Charles H. Taylor, Jr.—This weather makes me feel like getting out my rod and going fishing. I have the spring fever in my blood, and on May 6 I leave for Nova Scotia, where I expect to catch a few salmon in the Medway. It is a matter of record that the first salmon of the season are caught in this river. The first one landed this season was caught in January. I had a salmon from the Medway on my table early in February. Nothing does me so much good as to drop business at this time of year and steal away to Nova Scotia for a week's salmon fishing.

Victor H. Hansan, publisher of the Birmingham (Ala.) News—Our city is enjoying a healthy business boom. The building permits issued for March showed an increase of 386 per cent. over the number issued the same month last year. Right opposite the News office a 25-story building is being erected, the tallest anywhere in the South. Two hotels are in process of construction, one of twelve and the other fifteen stories. The News was badly crippled by a fire in the rear of our building a short time ago, but we are now in pretty good shap The volume of advertising carried indicates that we are getting our share of the business, both local and foreign. I believe that 1913 is going to be an unusually prosperous one, unless President Wilson does something to prevent it.

W. U. Morgan, publisher of the Hutchinson (Kan.) News—Things are looking bright in Kansas. The wheat crop is showing up fine, and the indications are that the yield will be heavy. In my part of the State the outlook for the year is exceedingly bright. Although Hutchinson has a population of only 18,000, the News has a circulation of over 9,000 copies. One-third is distributed in the city, and the remainder goes to the cities and towns located within a hundred miles of Hutchinson. We claim for the News that it carries a larger volume of advertising for the size of the city in which it is published than any other city in the world.

Frank P. MacLennan, editor and publisher of the Topeka State Journal—Our new building, now nearly completed, the contract price for which was $72,000, is one of the finest newspaper buildings in the Middle West. When we get everything straightened out and fixed up, we will have a newspaper plant that will compare with the best. Business is good in our section of the State. I can see no reason why we should not have one of the best years in the history of the State.

Fred B. Warren, editor St. Louis Star—When we took hold of the Star eight months ago it had been losing money for six years. To-day the paper shows a substantial monthly profit. In rehabilitating the paper we retained only the physical plant. Not a vestige of the old paper is left. Everything printed in the Sunday edition is homemade, no syndicate matter of any kind being used. In the daily edition we employ the Hearst comics and news service, and are producing a paper that the people of St. Louis want, judging from the fact that our circulation has more than doubled during the brief time we have been in charge of the paper.

Milo W. Whittaker, publisher of the Jackson (Mich.) Patriot—Thirteen hundred houses were erected in Jackson during the past year. This perhaps indicates as well as any one thing the condition of business in our city. We are all optimists. Because of the diversified character of our industries we are always "doing well." Once our chief industry was the manufacture of corsets, but now we make underwear, skirts, agricultural implements, automobiles, Pullman car springs, automobile accessories and cement-making machinery. In times of panic we have issued no script or clearing-house certificates, but have paid cash every time. During the twenty-three years I have been on the Patriot we have paid our employes in gold except in a few instances. This, I suppose, will make some people smile, especially among those who know that the Patriot espoused the cause of free silver in the final Bryan campaign. During the past year we raised our foreign advertising rates. We lost only four advertisers; and these, I expect, will after awhile come back to us. Our business has been larger every month thus far than a year ago.

Lafayette Young, Jr., business manager Des Moines (Ia.) Capital—Iowa is always prosperous because it is an agricultural and not a manufacturing State. We have no fears about the outcome of the tariff because whatever happens we can raise enough grain and other foodstuffs to keep us going. The Capital has enjoyed a prosperous season. We are making a steady gain in advertising right along. We have made no changes in the mechanical department. The only new thing I have to report is that we are now getting out a sporting extra, thanks to the new sporting service of the A. P.

Owen Moon, Jr., secretary, treasurer and business manager of the Trenton (N. J.) Evening Times, was one of the most optimistic members present. He said that his paper is carrying more foreign advertising than ever before, and that more new contracts have been signed this spring than during any similar period.

"The outlook in Trenton is remarkably good," said Mr. Moon, "despite the present situation of the tariff, and Trenton, as a manufacturing center, is materially affected by some of the proposed changes. Our city is not likely to be hurt, as so many anticipated, except in the pottery trade, and that not to a material extent. The reductions are from sixty and fifty-five to forty and thirty-five. Our rubber and iron industries are unaffected. How prosperous our city is now may be realized when it is said that the average wage for pottery workers is fourteen dollars a week, or three times as great as the average English wage in the same industry. That these excellent figures will prevail there is little doubt, for only a few firms are affected by the tariff."

James Kerney, editor of the Trenton Evening Times, who accompanied Mr. Moon, and who has helped to make that paper one of the biggest dailies in New Jersey, says that the circulation has increased 5,000 in the past six months, bringing the daily net circulation up to more than 25,000.

"Not only do the people of Trenton and its vicinity appreciate what the Times is offering them for one cent," said Mr. Kerney, "but its value is attracting attention from remote points. We are now carrying more than 100 national accounts every day."

Arthur Capper, proprietor of the Topeka (Kan.) Daily Capital and eight other publications, said:

"Business conditions in our part of the country are better than they have ever been; indeed, better, I believe, than in the East at the present time. This is probably due to the fact that we depend mostly upon the crops, which are especially good. Foreign advertising in the Capital is stationary, but during the past six months our local advertising has increased 15 per cent., which is the best indication of the Western situation. Our people are not disturbed over the tariff, as it has little to do with their crops."

Mr. Capper created a sensation last fall when he accepted the nomination for Governor of Kansas on the Republican ticket and was defeated by only twenty-nine votes out of half a million. Had there not been a split in his party he would have won out, his friends say. He is the popular choice for nomination at the next election.

Walter D. Lamar, of Macon, Ga., president of the Swift Specific Co.—Business conditions in the South are very satisfactory. We have sold more of our product during the past three months than during any similar period in our history. The South is susceptible of greater development than almost any other section of the country. From the James River south and west to the borders of Arkansas there are so many opportunities for business that it would take a trained statistician to classify them. We have coal, iron, lumber; we have rich soil and abundant rainfall for the production of cotton, corn and all other agricultural staples; we have water power, railroad facilities and everything else that is necessary to give support to a large body of people. The Southeastern section of the United States is rapidly coming into its own, but its progress during the past ten years has been phenomenal. Railway and interurban electric construction was never heavier and the earnings larger than at present.

Calgary Alberlan Plant Burns.

A fire destroyed the building occupied by the Calgary (Alta.) Albertan and with it the newspaper plant on the morning of April 18. The loss is estimated at $300,000.

Scranton Paper Raises Its Price.

The Scranton Tribune-Republican has followed the action of the Philadelphia Public Ledger in increasing its price to two cents per copy. In announcing this increase the Tribune-Republican says that the paper could not be sold for less, except at a material loss on each copy. "Consider the amount of the investment," says the announcement, "and talent required in its production, the one cent newspaper is to-day the cheapest article offered for sale in America, and the actions of publishers in raising the price gives no excuse for fault finding on the part of their patrons, for there is no other business that would seriously contemplate the sale of its product for less than cost price.

Lynchburg Newspapers Burned Out.

The Lynchburg (Va.) News building, home of the News, a morning daily, and also of the Advance, its afternoon edition, was destroyed by fire which started in the press room last Monday, with a loss of $80,000. The building is insured for $70,000.

Ayer & Son have closed their Cleveland office.

B A R N H A R T
Steel Composing Room Furniture
is built like a modern steel building, rigid, durable, fireproof, sanitary—the ultimate answer to the question: How may a composing room be fitted up to turn out the most work for a given expense?
We have an interesting folder describing the most modern composing room in the country—that of the *Times Mirror* of Los Angeles—which we shall be glad to send you. Write for it.
BARNHART BROS. & SPINDLER
St. Louis, Omaha, Washington, St. Paul — 168 - 170 - 172 W. Monroe St., CHICAGO — New York, Kansas City, Seattle, Dallas
Creators of BARNHART Type Faces

Metal Economy
WILDES' REFINED METALS
PLUS
OXODIO
THE METAL FLUX AND PRESERVATIVE
Thomas Wilde's Son
METALS
14 Dover Street, New York

It's All in the Know How

HE KNOWS HIS GAME

Substantially all of the transfers of bonds, stocks and other listed securities are conducted through the medium of a broker.

HE KNOWS THE ROPES

Most realty transactions are conducted through the instrumentality of a broker.

The wise newspaper or magazine owner and the prospective purchaser have come to regard the services of the broker whose activities are confined to that particular field of operation as practically indispensable.

WE ARE EXPERTS IN OUR WORK

The long list of transfers of publishing properties effected through the instrumentality of our firm indicates the favor in which high class, efficient and confidential service, such as we render, are held by owners and buyers.

We do effective work along the line of consolidation in overcrowded fields, and have our own methods of financing in such transactions.

HARWELL, CANNON & McCARTHY
Brokers in Newspaper and Magazine Properties,
200 Fifth Avenue, New York.

COLONEL NELSON EXONERATED.

Commissioner Upholds Right of Newspapers to Criticise Decisions.

William R. Nelson, editor and owner of the Kansas City (Mo.) Star, has been found not guilty of malice in the publishing of the article for which he was adjudged guilty of contempt of court and sentenced to a day in jail last February by Circuit Judge M. A. Guthrie at Jefferson, Mo.

Commissioner Charles A. Crow, of Kansas City, reported to the Supreme Court at Jefferson City that the article itself was "substantially true" and that "unless in the court's opinion that article in itself was contemptuous," the petitioner should be discharged.

The article in question stated that Judge Guthrie had refused to dismiss the divorce suit of Minnie L. against Claude F. Clevinger until attorney's fees were paid, and that the refusal came after the Clevingers had been reconciled and had asked the dismissal of the case.

"Your commissioner finds," says the report, "that the article was as nearly a correct report of court proceedings as could be expected from a layman.

"There was cause for comment on the order in the Clevinger case. Your commissioner finds from all the evidence that the petitioner was merely exercising his right to report and discuss proceedings in a court of justice, and the mere fact that the statements are inaccurate and that mistakes appear in the article would not render him guilty of contempt."

The Supreme Court set May 1 for the hearing of Mr. Nelson's case by the court *en banc*. The case was carried to the Supreme Court by Mr. Nelson on appeal from Judge Guthrie's decision.

Second Fire in Erie Herald Plant.

Just as the forms for the Sunday edition of the Erie (Pa.) Herald were being locked up at 3 o'clock Sunday morning, someone on the street cried: "Fire!" and H. C. Field, the managing editor, sent out two reporters to cover the blaze. A minute later he threw open the door leading to the third floor and a sheet of flame burst out. The entire upper portion of the building was afire, and the thousands of gallons of water thrown into this section soaked its way through the other floors and damaged the machinery to the extent of $25,000. This is the second fire in the Herald plant within the last two months.

Advertisers cannot afford to ignore the

LOUISVILLE COURIER-JOURNAL and LOUISVILLE TIMES.

They are progressive; splendidly edited; popular newspapers, carrying the bulk of advertising in their respective fields. The Courier-Journal is published every morning, daily and Sunday, and its circulation among "those who can afford to and do buy advertised goods" is stronger to-day than ever before in its history. It is a paper with character and personality and on its reputation for being a one-price paper with exclusive territory and honest circulation it rises to a standard worthy of the consideration of discriminating advertisers.

The Louisville Times, published in the afternoon, is a veritable shop-window for thousands of people of all classes. It represents the highest type of the popular newspaper, entering the homes of the laborer and the capitalist, equally interesting and appreciated by both. The shrewd advertiser, who wishes to cover the great territory of Southern Indiana, Kentucky and Tennessee needs no other newspaper if he uses the Sunday Courier-Journal, the daily Courier-Journal and the Louisville Times, for the combined use of these great journals, different in character, yet each supreme in its field, places his appeal before practically the entire buying element of this great community.

The circulation and business of the two papers have grown steadily and this year it was necessary to seek a larger plant. A four-story building has just been completed and here the two leading publications of the South are published daily in one of the most modern newspaper plants in the country.

The S. C. Beckwith Special Agency
Sole Foreign Representatives,
New York St. Louis Chicago

Pennsylvania Dailies Organize.

The Pennsylvania Associated Dailies, representing 212 newspapers of that State, were organized on April 16. The following officers were elected: President, E. J. Stackpole, Harrisburg Telegraph; first vice-president, John L. Stewart, Washington Observer and Reporter and Beaver Times; second vice-president, Ernst L. Smith, Wilkes-Barre Times Leader; Secretary, Walter Fosnot, Lewistown Gazette; treasurer, W. L. Binder, Pottstown News; executive committee, R. P. Habgood, Bradford Star; James H. Craig, Altoona Gazette; W. M. Long, Chester Times; W. L. Taylor, York Dispatch; Fred L. Rentz, New Castle News; A. R. Gordon, Waynesboro Gazette; A. S. Andrews, Easton Free Press; J. H. Zerby, Pottsville Republican, and C. L. Gauls, Williamsport Sun.

Mr. Foulk Sells Richmond Item.

The Richmond (Ind.) Item, owned by William Dudley Foulk, has been sold to F. S. Dodd, of Decatur, Ill., at a price approximating $50,000. The sale was made through H. F. Henrichs, of Litchfield, Ill., the well-known newspaper broker. It is understood that E. F. Warfel, who has been general manager of the paper for some time, will continue in that capacity.

After an occupancy of more than sixty years the Milwaukee (Wis.) Seebote, a German newspaper, will leave its quarters on Mason street and occupy a new home at 35 Martin street.

N. Y. American Fire Damage $40,000.

An examination of the Rhinelander building, William and Duane streets, following the early morning fire in the American and Journal plant, showed it had caused damage estimated at $40,000. The mailing room of the two papers was destroyed, but the presses and other mechanical equipment were not damaged.

The Doland (S. D.) Times-Record is putting up a new building for its enlarged plant.

BUSINESS OPPORTUNITIES

EDITORIALS,

Sane, vigorous and timely, furnished. Also articles on special topics. Address RELIABLE, care THE EDITOR AND PUBLISHER.

WE INVITE

correspondence by anyone interested in becoming part owner in a growing daily newspaper of 11,500 circulation in Eastern city of over 100,000 population. Good chance for an editor with some money to invest. Principal owner personally manages the business and needs additional capital. Write at once. "BOX D-1014," care THE EDITOR AND PUBLISHER.

A small trade paper, which can be handled easily by one man and will produce an income of $3,000, can be bought for $7,000. HARRIS-DIBBLE COMPANY, 71 West 23d Street, New York.

$40,000 BUYS

leading evening daily of city of 20,000 population. Modern and complete equipment, including 20-page press and 3 linotypes. Annual volume of receipts over $55,000, with profit of over $6,000. $20,000 cash necessary. Individuals qualified to handle departments may buy interests. Proposition G. C.

C. M. PALMER
Newspaper Properties
225 Fifth Ave. New York

SITUATIONS WANTED

Advertisements under this classification will cost 1c. per Word; Display, 15c. per Agate Line.

MANAGING EDITOR of small city daily wants place writing editorials or special assignments in larger field. Strong copy. Ten years' experience; 28 years old. B. PRESS, Flint, Mich.

FIRST-CLASS SPORTING WRITER

WANTED, a position as sporting writer by one thoroughly versed in professional and college sports. Specialty, major and minor league baseball. Samples of work furnished upon request. Best of references given. ALEX. de URGARTE, care of L. Henchliffe, 220 Broadway, New York.

EXPERIENCED daily newspaper man wants situation as editor, editorial writer or telegraph editor. Now night editor morning paper. W. E. ADAIR, Box 318, Pueblo, Colo.

CIRCULATION MAN.

I have had an all around circulation training in charge of country and city departments, as Assistant Circulation Manager, and in charge of suburban, and I have an intimate knowledge of circulation systems, office controlled, farmed out, etc., and can produce satisfactory increases in circulation at small cost, either as assistant to some good man, or in charge of the circulation of daily newspaper. Address "SYSTEM," care THE EDITOR AND PUBLISHER.

BUSINESS MANAGER.

Man with large general experience, who knows every department of newspaper work, and has produced splendid results, capable of handling a large property, seeks new connection; now employed. Address BOX 29, care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

WANTED—NEWSPAPER IDEAS.

Syndicate supplying editorial material to important daily newspapers in many American cities will pay from $10 to $50 apiece, according to value, for practical, new, fresh ideas for stunning features, national crusades, catchy, splasby stunts, good in any city, attractive human interest features, national or local; new ideas for sport, woman and humor departments Explain your suggestion in full. Your idea will be promptly judged, and if accepted, payment forwarded immediately. Address "W. W," care THE EDITOR AND PUBLISHER, New York City.

DAILY NEWS

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 50c. per page. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

LINOTYPE MACHINES

All models, bought and sold. Complete line of Printers' machinery and supplies on hand for immediate shipment.
RICH & McLEAN,
51 Cliff St., New York.

SHORT STORIES WANTED

for Newspapers. THE WINTHROP SYNDICATE, Rand-McNally Building, Chicago.

THREE SYNDICATE FEATURES THAT WILL INCREASE YOUR CIRCULATION.—$3 *per Calendar Month for Entire List.*

(1) "Sermon-Sonnets." Uplifting, practical. One sonnet per week. (2) "Higby Dodd's Pertinent Answer." Formerly published in SATIRE, recently suspended. Over 600 words per week. (3) "Little Jimmy's Essays." Full of wholesome humor. About 300 words per week. All three features for $3 per calendar month to newspapers in different sections. Free space in the classified columns of THE HAWKINS SYNDICATE BUREAU given to every patron every month. Samples sent without charge.
FREDERICK B. HAWKINS,
Westwood, N. J.

FOR SALE

FOR SALE at a bargain. Cox Duplex Printing Press, good as new, with motor, 24 chases and roller rack. Address "D. 1009," care THE EDITOR AND PUBLISHER.

Cleaner Papers!

ADVERTISERS require large, clear Display, but excessive ink makes newspapers disagreeable. The Shaded Types newly made by American Type Founders Company Satisfy the Advertisers and Please the Readers.

BUY THE NEW

ANTIQUE SHADED

Made in Twelve Sizes

With Linear Borders, Lithotone Ornaments and Lithotone Brass Rule, creating

CLEAN, ATTRACTIVE ADVERTISING

AMERICAN TYPE FOUNDERS COMPANY

Send for Specimen Pamphlet, "Shaded Effects in Printing"—demonstrating graytone typography.

Set in Antique Shaded Lithotone Ornaments Lithotone Brass Rule

FORM BIG AD BUREAU.

New Organization Includes Three Principal Advertising Promotion Associations and Will Work for Interest of All Papers.

By far the most important movement ever inaugurated to direct advertising into the columns of newspapers was launched yesterday when the Bureau of Advertising, an adjunct of the American Newspaper Publishers' Association, was established on a working basis.

The establishment of this Bureau was effected through the combination of three separate organizations which have been working toward the same end. This combination is expected to prove of tremendous benefit to both advertisers and newspapers, as the scope of the Bureau will extent throughout the United States and benefit all classes of newspapers and advertisers. It will have a substantial basis, $60,000 having been subscribed already to carry out the work.

The Bureau represents the consolidation of three organizations, the National Newspapers, the Daily Newspaper Club and the United Newspapers. Its strength may be judged by the committee who will have charge of the work of the Bureau:

J. F. Mackay, Toronto Globe, chairman; Jason Rogers, New York Globe; Harry Chandler, Los Angeles Times; Hilton U. Brown, Indianapolis News; Hopewell L. Rogers, Chicago Daily News; Fleming Newbold, Washington Star; John R. Rathom, Providence Journal; Louis Wiley, New York Times, and David B. Plum, Troy Record.

At a special meeting following the convention yesterday the foregoing members appointed an executive committee which will handle the affairs of the organization between meetings of the Bureau. They are:

Jason Rogers, chairman; Louis Wiley, Fleming Newbold, J. R. Rathom, D. B. Plum, J. F. Mackay and Elbert H. Baker, president of the A. N. P. A.

The first step of the new organization will be the establishment of a New York office. J. W. Adams will be the manager of the Bureau and W. A. Thomson, assistant publisher of the New York Globe, will be in general charge. Later on the bureau will establish an office in Chicago.

Primarily the purpose of the Bureau is to promote advertising for newspapers. In the office there will be files of all newspapers, and here will be assembled a vast amount of information in reference to newspapers everywhere. The Bureau will gather and index information regarding trade conditions throughout the United States, secured through its members, and also will carry lists of the leading dealers in various lines of business in each city. All of this will be available to any advertiser and to all special representatives of newspapers.

The Bureau in seeking the promotion of advertising in newspapers will not at any time solicit business for any single newspaper or group of newspapers, but will work only in the interest of all newspapers.

The plan to consolidate all of the different organizations that in the past have sought to promote increased advertising for the newspapers, into a Bureau of the A. N. P. A., was brought about in this way:

Years ago the Daily Newspaper Club came to existence and did important work, but being organized on a flat rate of assessment beyond the means of small papers, did not receive the support it was entitled to. About a year ago the National Newspaper was organized by a few large city newspapers for the solicitation of advertising.

Realizing that any effective newspaper organization should include both dominant small town papers as well as important papers of large cities, Jason Rogers, of the New York Globe, on February 25 of this year, brought together several hundred newspapers to form the United Newspapers, and up to the present time, received 248 signed contracts.

"Shortly before this," said Mr. Jason Rogers, to-day, "the A. N. P. A. held a conference with Hopewell L. Rogers, president of the National Newspapers, and Louis Wiley, head of the Daily Newspaper Club, and decided to recommend that it take in as a Bureau the advertising promotional work created by the three organizations.

"This has been accomplished and I am transferring to this advertising bureau of the A. N. P. A. all the assets and contracts with papers now held by the United Papers, and as rapidly as possible the same action will be taken by the National Newspapers and the Daily Newspaper Club.

"During the convention a large number of important papers of the country became identified with the advertising service of this new bureau and in the near future we will send invitations to newspapers of the United States and Canada with the idea of largely increasing the membership.

"In my opinion the organization will include nearly five hundred papers, as soon as the publishers understand the broad scope of the work and the effective way in which it will be carried out.

membership in the bureau has been ar-

"The basis of assessment provided for ranged on the following basis:

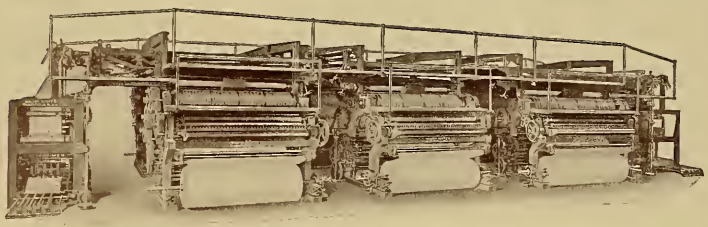
Table of Assessments.

Population.	Per Month.
Cities of 15,000 or less	$2.00
Cities of 15,001 to 25,000	4.00
Cities of 25,001 to 50,000	6.00
Cities of 50,001 to 75,000	8.00
Cities of 75,001 to 100,000	10.00
Cities of 100,001 to 200,000	12.00
Cities of 200,001 to 300,000	16.00
Cities of 300,001 to 400,000	20.00
Cities of 400,001 to 500,000	28.00
Cities over 500,001	40.00

"This table of assessment is embodied in the contract form of the Bureau, which soon will be sent out to prospective members."

YOU MUST USE THE
LOS ANGELES EXAMINER
to cover the GREAT SOUTHWEST
Sunday Circulation MORE THAN - - 120,000

The Philadelphia German Daily Gazette
carries more Local and General Advertising than any other German daily published in this country.
HOWARD C. STORY
Publishers' Representative
New York: 806 Nassau-Beekman Bldg.
Chicago: 1100 Boyce Bldg.
Philadelphia: 924 Arch St.



Scott Six Roll "Multi-Unit" Double Sextuple Combination Triple-Quadruple Press.

OFFICE OF THE PUBLISHER
Newark Evening News
NEWARK, NEW JERSEY

March 27th, 1913.

Gentlemen:

The press which you installed in our office, whose units are so disposed that it can be run as a Double-Sextuple, or a Triple-Quadruple press, has been running very satisfactorily since last December, and I feel justified in commending it to anyone who desires a press of such capacity and disposition.

Very truly yours,
WALLACE M. SCUDDER.

Walter Scott & Co.,
Plainfield, N. J.

It will only take ONE HOUR of your time to see this machine in operation any afternoon. Please call at or telephone our New York Office for appointment

Walter Scott & Company
DAVID J. SCOTT, *General Manager*
Main Office and Factory, PLAINFIELD, NEW JERSEY, U. S. A.
NEW YORK OFFICE: Metropolitan Bldg., 1 Madison Ave. Telephone, Gramercy 785

THE NEW AD BUILDING

Some of Its Unusual Provisions—Will Be Headquarters of All the Advertising Organizations of the City—Twelve Passenger Elevators to Be Provided—The Club Rooms—Special Accommodations for Tenants.

The new advertising office building to be erected by the Pennsylvania Railroad Co. at Seventh avenue and Thirty-third street, New York, a picture which appeared in last week's issue, will contain the headquarters of the Eastern Division of the Associated Advertising Clubs of America and the central offices of the latter organization.

The location of the building is exceptional in that it is the one which, more than any other in the city of New York, offers the most immediate connection between all points of the country. Within a short time after the completion of the building terminal facilities will be opened in the Pennsylvania station for the New York, New Haven & Hartford Railroad. This, with the Pennsylvania lines and the Long Island Railroad lines, will furnish railroad transportation north, east, south and west. As one of the speakers at the banquet expressed it, "This building stands at the gateway of America." Locally the building will be situated in the heart of the transportation center of the city, there being within a radius of less than two blocks the following lines:

Express station on Seventh Avenue subway, which, when completed, will be the trunk line of the subway system of New York, with entrance in the building.

Station of the Hudson & Manhattan Railway Co. offering immediate connection to all New Jersey suburban points. Station of the Broadway subway nearing completion. Sixth and Ninth avenue elevated lines. Broadway surface line. Thirty-fourth street crosstown line. Crosstown 'bus line (Fifth avenue).

TWELVE PASSENGER ELEVATORS.

For the handling of the passenger service twelve express and local elevators have been provided, furnishing a more efficient elevator service for a given area than exists in any building in New York. To facilitate the handling of freight, two freight elevators have been arranged, one located in a recessed area, enabling teams to drive directly into the building, thus providing for the handling of freight without interference with street traffic.

Special rest rooms in charge of matrons have been provided for the convenience and comfort of the women employes in the building.

On the seventeenth floor will be located the club rooms especially adapted to the needs of advertising men. On the floor above will be located an addition to the club, including a large dining-room, roof garden and facilities for the culinary and service departments of the club. From the windows of the club a free and unobstructed view of the city, the Hudson River and New Jersey is to be had.

It is planned by the committee that the sixteenth floor be divided into business headquarters for the several advertising organizations represented in New York and for the establishment of a national educational bureau for the use of all clubs affiliated with the Associated Advertising Clubs of America. Already pledges have been received by the committee which go far toward assuring, practically for the first time a complete advertising library.

PAGE MAT SERVICE

Since providing ourselves with a complete mechanical equipment in a new building we have begun issuing two weekly page mats for use on Sunday or any day thereafter.

One is a news feature page and the other is a full page of half-tone pictures. The art for both pages is striking, and our etchings are deep.

The price is $1.50 per week for either page, carriage charges prepaid. State length of page in ordering.

Bear in mind our regular daily matrix service, which includes C. A. Voight's 7-column comics, news cuts, cartoons, woman's and sport page features, and Moulton's humor column.

Proofs and sample matrices on request.

THE CENTRAL PRESS ASSOCIATION, CLEVELAND, O.

The very best

New Daily Comic

on the market

"AH YES! OUR HAPPY HOME"

By George McManus

Write for details

International News Service

200 William St., New York City

"Pepper Talks"

A brand new idea in short newspaper editorials—written by George Matthew Adams. Used in nearly one hundred cities.

"Pepper Talks have taken this community by the scruff of the neck."—Herbert Hunt, The Tacoma News.

Yet, this is but one of our 30 famous short features, including Walt Mason, George Fitch, Abe Martin, Gelett Burgess, Ruth Cameron, etc. Write for samples.

The Adams Newspaper Service

NEW YORK — Fifth Avenue Building
CHICAGO — Peoples Gas Building

GET

Today's News Today

"By United Press"

General Office:

WORLD BLDG., NEW YORK

E. S. CONE
New York

A. F. LORENZEN
Chicago

J. E. WOODMAN
Chicago

G. E. MILLER
New York

Mr. Publisher,
Daily Newspaper,
Anywhere, America:

Do You realize that successful representation in the Foreign Advertising Field DEPENDS ON ORGANIZATION? Do you know that the combined effort of our organization is the GREATEST BUSINESS GETTING FORCE in the foreign advertising field to-day? ELEVEN of the best men in the country actively and intelligently soliciting business for our papers every day. Do you understand the advantage our ORGANIZED FORCE gives the Newspapers we represent in the foreign field? That we maintain offices in New York, Detroit, Chicago and Kansas City, and our men TRAVEL from each office, making it possible for us to put a solicitor in an advertiser's office anywhere in the shortest time? We work on commission and DO NOT bill or collect. All of our time is devoted to developing and securing ORDERS for the Papers we represent.

Yours truly,

Cone, Lorenzen & Woodman

Publishers' Representatives.

225 Fifth Ave. New York
Free Press Bldg. Detroit
Gumbel Bldg. Kansas City
Mallers Bldg. Chicago

J. B. DIGNAM
Chicago

A. H. YOUNG
New York

L. M. BISHOP
Chicago

G. G. FLORY
New York

R. J. BUELL
Detroit

O. G. DAVIES
Kansas City

H. G. SCHRYVER
Chicago

DAILY CLUB DINNER.

Mayor Gaynor Takes His Accustomed Stand on New York Newspaper—Inez Milholland and James W. Schermerhorn Other Speakers.

Quite the feature of the fifth annual dinner of the Daily Newspaper Association, given last Wednesday at the Waldorf-Astoria, was a speech made by Mayor Gaynor, of New York. As has been his habit recently, the Mayor took a rather pessimistic view of New York journalism. Though not very generous with his remarks about the country press, he, nevertheless, admitted that the American press was the best to be found anywhere.

Louis Wiley, of the New York Times, president of the association, acted as toastmaster, and acquitted himself of this task in a very happy manner. He said that the dinner marked not only the fifth successful year of the club, but also was evidence of the adhesion to its principles of the United Newspapers and the Associated Newspapers, members of which associations were present in large numbers. In introducing Mayor Gaynor, Mr. Wiley referred to him as the best executive New York City has had, and designated him "the publisher of our esteemed contemporary, the City Record."

Mr. Wiley further pointed out that Mayor Gaynor had considerably enriched the English language of late, and had attracted the attention of the world to New York as the principal amusement center of the world. Speaking in a more serious way, Mr. Wiley said that Mayor Gaynor had made many appointments without regard to politics, had been a good public official, but had not fared well at the hands of the ragbag press of New York, not represented at the dinner to any great extent.

MAYOR MAKES CAUSTIC REMARKS.

Mayor Gaynor said, in part:

That I am the editor of the City Record, I disavow. It is a paper of hardly any interest at present, but I would like to say that if I was its editor, I could make a very interesting sheet out of it.

You people are an association of newspaper men and the less I say about you, the better for you and the better for some not here. Rag-bag newspapers are said to be not represented here, but I have a notion that I could easily disprove this.

You have men here from Albany, Buffalo, Milwaukee, Cincinnati, Fort Worth and even Montgomery down in the South, and I see also somebody from the New York World, the Evening Post, and just think of it, even the Brooklyn Eagle. It adds a new terror to death to see some of these representatives. However, I am satisfied with the company if you are. I am put in mind of the Spanish proverb, which says: "We are all as good as God made us, only some of us are much worse." This is true of the newspapers.

Reference had been made by Mr. Wiley to the Mayor's efforts to render the Street Cleaning Department more efficient. Availing himself of this opportunity, Mayor Gaynor said some very caustic things about what he called the "gutter press":

I knew I was doing the wrong thing all the time when I issued this order about gutters having to be kept clean of newspapers and other refuse. No official act was ever caused me so much compunction. Most of the newspapers found in the gutter belong there. At any rate, they can do less harm there than they will if they are taken home.

AMERICAN JOURNALISM IS BEST.

But you people represent a press which, as I shall take pleasure in saying, is the best to be found anywhere. I have watched the press in Europe. I have seen the newspapers of England, France and Germany, and after looking them over carefully, I arrived at the conclusion that the American press is far in advance of them. That, however, does not include the press of New York. I am talking now of the country press. Of course, we have some splendid newspapers in New York City, but they are all afflicted with the tendency to follow the worst of them. In the race for circulation, editors have become more smart than truthful. I have a notion that I have added to the circulation of some of the better newspapers in New York, for I think that my remarks about some of the papers have had effect. Wiley's paper here has increased in circulation about 100,000 since I have expressed myself on some of the newspapers, but I don't get the credit which I ought to get.

Out in the smaller towns of the Middle West they have some most excellent newspapers. Five years ago I went across the continent, and on this trip I took a good look at all the newspapers I could see. I found them all good, with the exception of the cities which had been infected by certain parties, and in them I found the usual demoralization of the press. I would like to say here that a certain publisher who owns a string of papers across the continent recently started a paper in the South. Somehow this paper is different from all the others.

The fair discussion of public matters by the press must be invited, but discussion which is not fair is of no value whatever. Until I ran for Mayor I thought I had a pretty good public record, but right then I had to realize to what depth newspaper scoundrelism will descend. I was so shocked that on the night of my election, when the people of New York City made me their executive, that I could merely send my compliments to the editors when they asked me for an expression.

PROPRIETORS ROOT OF ALL EVIL.

Newspaper proprietors are the root of all evil. If you would leave reporters and the editors alone, we would have a good press. I have a notion that reporters and editors mean well enough, but when the proprietor gets in his policy and colors everything by that policy, why, then the newspaper becomes the exponent of mere proprietorship. If you have a blackguard proprietor, you have a blackguard newspaper. What's the good of having good reporters and editors on a paper like that? Except they do as they are told and prostrate themselves, they are told to get out. Decent proprietorship makes for decent newspapers.

After quoting Emerson, to show what a good newspaper is, and Goethe in a passage illustrating how really worthless and negligible the unfair newspaper becomes, Mayor Gaynor continued:

On a recent return from abroad I was forcibly impressed with Goethe's remark about the newspapers. While I was in Europe, I thought that I was missing a great deal by not seeing the American newspapers. On my return I discovered that I hadn't missed anything.

SEES IMPROVEMENT IN OFFING.

The press is the greatest force we have in this country, and that power may be for good or evil. As a whole, it is a force for good. It is better to leave it free with all its low proprietorship than to restrict it. I believe in the absolute freedom of the press, limited only to the extent that newspapers be held responsible for what they say. I believe that some of the amazing features of American journalism are passing phases, and that the press of the country is on the eve of reclaiming itself, and that soon it will turn back to the high character it had when Emerson wrote the poem I quoted.

ADVERTISING ON SUFFRAGISM.

The next speaker on the program was Miss Inez Milholland, who had chosen for her subject "Psychology of Advertising." Miss Milholland, in her speech,

IMPORTANT

CHANGE of RATES

Beginning with the October, 1913, issue the advertising rates of

MISSOURI VALLEY FARMER

will be:

Per agate line - - - -	$2.00
Per page (740 lines) -	$1100.00
Back cover page - -	$1200.00

GUARANTEED CIRCULATION 500 000

No reservation of space accepted at the old rate.

Arthur Capper

Publisher.

Topeka, Kansas, April 1, 1913

The BUFFALO COURIER

Sunday and Daily, and

The BUFFALO ENQUIRER

Every evening, excepting Sunday

are 100% newspapers. This is true in relation to their service to the public as mediums of news interest and information; it is true as to their service to business men who have anything of merit to sell to the public. The perfect modern newspaper is not an organ. It is not an apologist for sins, or shortcomings of a political party. The perfect modern newspaper gives its readers the news uncolored, ungarbled, accurately, fairly, concisely and completely. This is the standard of the Buffalo Courier and Enquirer.

The Buffalo Enquirer was acquired by William J. Conners, its present owner and editor, in 1895, when it had a circulation of 9,000. It has expanded to 50,000 and is continuously increasing. The Sunday and Daily Courier were acquired by William J. Conners in 1897. These papers had a circulation of 10,000 each, Sunday and daily. The Sunday Courier now has a circulation of 100,000; the Daily Courier has a circulation of 60,000. Both newspapers are continuously increasing in circulation. This circulation is not artifical, temporary nor bolstered by catchpenny schemes. It is firmly established, rock-founded, home circulation. The kind that reads—and buys. This circulation has been gained by scrupulous fidelity to principle, by quality and interest. The factors that have gained this circulaton are holding it—are ever increasing it, and will continue to do so indefinitely.

Expediency has never caused the Courier nor the Enquirer to swerve from its policy in the public service. Herein lies the secret of their success. That is the chief reason why these papers are regarded as a business asset by people who have anything to sell to the public. In proportion to its rates and its circulation the Sunday Courier is the most profitable merchandizing medium for the business man in the United States or Canada. A greater volume of business can be obtained through the Sunday Courier on a specific investment, than through any other medium in the country. This statement is susceptible of absolute proof. It can be demonstrated to the satisfaction of the most critical advertising analyst.

Immediately upon acquiring the Courier and Enquirer Mr. Conners equipped a plant as complete and as perfect as human skill and ingenuity, linked with practically unlimited resources, could furnish. In the mechanical departments the future was largely discounted. Facilities were provided to meet the needs of an assured future. Thus, in equipping a press room, with a battery of four presses, including a multicolor and a half-tone offset web press, to meet a circulation of 100,000 and upwards, when the circulation was 10,000 or less, Mr. Conners proved that he had confidence in the good sense and appreciation of the public to read interesting and entertaining newspapers.

Multicolor comic sections, extensive sections of special features, accurate departmental service in society, marine, railway, fraternal, markets, etc., splendid halftones thorough local and telegraphic service, all combined with the highest class magazine obtainable, are some of the reasons for the popularity of the Courier and the Enquirer in their respective fields.

But the actual worth of a newspaper, measured according to the infallible business standard, is only as great as is its power to obtain results for the customers who patronize its columns for advertising. This is not a sordid estimate. Worth, intrinsic worth, in a newspaper is doubly reflected from a single source—merit. To command circulation a newspaper must have merit. To retain circulation newspapers must retain merit. To obtain customers for advertisers a newspaper must not only possess circulation; it must possess the confidence of its readers. So, obviously, circulation and advertising are reflected from the one source—merit. Herein the Courier and the Enquirer excel. They are business-getters. An advertisement placed in the Courier and Enquirer is a tangible, practical investment, as real and as necessary to business as clerk-hire or store-rent. When a newspaper advances from 10,000 circulation to 100,000 circulation, without recessions, the causes which are responsible for that increase are as apparent as sunlight—they need not be stated, they are known to every person of intelligence in the world.

An advertisement in the Courier and Enquirer is not an expense—it is, on the contrary, the purchase of a dividend-paying proposition. There's an old "bromidion," used by the ossified of the business world, to this effect:

"My profits are insufficient to warrant a large expenditure for advertising."

Then there's another used by the lucky men who have happened to succeed in spite of themselves:

"I'm so busy, I can't advertise. I am at capacity at present."

The first bromide needs the Courier and Enquirer. Then his profits would be vastly increased by an expanded volume of business. The second bromide needs the Courier and Enquirer because the market will not always keep him at capacity. In this connection one of the greatest advertising manufacturers in the United States placed $150,000 in advertising when his plant was not only at capacity, but had enough orders booked ahead to keep it at capacity for one and a half years. This man is also regarded as one of the shrewdest advertisers in the country.

A gentleman (name on application) who has systematized his business to finality and who uses one-third of his entire advertising appropriation in the Sunday Courier figures that 80% of the Sunday Courier's circulation actually buys the goods advertised in this newspaper. This, on a test of an especially attractive advertisement offering certain specific articles at remarkably low prices. In another test an expenditure of $40 in the Courier excelled in actual results an expenditure of $300 in other mediums. These incidents are quoted merely to show the business-getting qualities of the Sunday Courier. Speaking of tests, an interesting incident is at hand of a local manufacturing retailer who sells his own goods at both wholesale and retail. He was astounded to find that a rival retailer was selling more of his goods than the manufacturer's own retail store. Inquiry showed that the rival was using the Sunday Courier extensively as an advertising medium. Naturally the circulation of the Sunday Courier is greater than the circulations of all the other Buffalo Sunday newspapers combined.

Cone, Lorenzen & Woodman, of New York and Chicago, handle the foreign advertising for the Sunday Courier, the Daily Courier and the Enquirer.

It is read every day by a greater number of people than any other daily newspaper west of New York City—advertisers who concentrate in the

Chicago Evening American

Get the best results.

THE

NEW YORK EVENING JOURNAL

Prints and sells more copies than any other Daily Paper in America.

The Circulation of

THE BOSTON AMERICAN

IS OVER

400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

Leads All

Daily AND Sunday

The Omaha Daily News

Daily Average February, - 72,446
Sunday Average February - 44,105

"The Southwest's Greatest Newspaper"
9 cents per line, flat

C. D. BERTOLET,
Mgr. For. Adv. Dept.

New York, 366 Fifth Ave.
J. F. ANTISDEL
S. W. DUBOIS
A. K. HAMMOND

Chicago, 1110 Boyce Bldg.
E. B. SPICER
S. R. ARRIES
E. N. CRAWFORD
E. R. LANOIS

IN KANSAS CITY, OSCAR DAVIES.

It is a fact that
Without exception

THE BEST DAILY COMICS
AND
THE BEST SUNDAY COMICS

are those put out by

The McClure Newspaper Syndicate
45 West 34th Street, New York City

"Try our perfecting News at 5 cents. It is guaranteed not to smut or offset and is black and clean."

SEND FOR SAMPLE

F. E. OKIE CO.
Manufacturers Fine Printing Inks
PHILADELPHIA, PA.

modified her topic to the psychology of advertising from the point of view of a suffragette:

The suffragette point of view is the only thing I know much of. We have had to advertise as best we could, and we have done this because we had a good commodity. But to market this and get the attention of the public, we had to study advertising. We discovered that the swift and unexpected movement is the best to capture the attention of the public. Back of this lie several psychological factors, the most important of which I can best illustrate by taking you out into the open landscape. As long as there is nothing in the perspective that occupies the mind particularly, the attention of the eye is scattered.

But let a horse or a cow or a pink parasol appear on the scene, and the mind becomes focused. However, the object traveling in one direction only soon fails to produce concentration of the spectators' mental faculties; a change in direction, especially a swift change, will again hold the eye, and this is what we suffragettes have been trying to accomplish. I think we have succeeded in this. At least, we have done our best, because we do not want to go down in defeat in 1915 on account of neglect on our part.

Advertising is a praiseworthy thing. It draws the attention of the public to commodities it needs and equal suffrage is to my mind one of the greatest commodities now in the market.

ECONOMICS OF ADVERTISING.

The subject of "National Advertising from the Consumer's Standpoint" was treated by Prof. Paul T. Cherington, of Harvard University. Mr. Cherington occupied himself with advertising from the economic point of view, and dwelt extensively on the failure of advertisers to keep abreast of the times. It seemed to him that many of them employed methods that might have been effective thirty years ago, but which today could not hope to achieve success.

He said, in part:

The consumer is the last court of appeal of the advertiser. No matter how well planned the campaign, how well written the copy, advertising, before it can hope to be effective, must sense existing conditions. First of all, it must be understood just who the consumer is. It is assumed ordinarily that the consumer is you and I and some other fellows. At one time this definition was fairly correct, but it is this no longer to-day. Thirty years ago the consumer bought what he needed; to-day he buys what he wants. Thus the consumer has become the individual, plus the conditions of his life.

MODERN METHODS BADLY NEEDED.

During the last thirty years advertising has undergone so many changes that today it is no longer the simple announcement of the fact that So-and-So has a certain article for sale. Men to-day ask the question, why I should buy tooth powder for 25c. in one store when in another it is advertised for 19c. One safety razor selling for $5 and another for a quarter is apt to cause investigation of a rather serious kind. In other words, advertising to-day has the tendency to educate the public in matters affecting its pocketbook. On this account advertising must be consistent. It is hardly consistent when the value of an article is not properly established in the advertisement. The widespread publicity of our day has resulted in a new sort of public consciousness. Wider education and greater mobility are back of this, and so is also the constant upward tendency of public intelligence. The bait of thirty years ago cannot hope to catch the consumer of today. For that reason the objective of this organization is big enough to get the closest consideration.

SCHERMERHORN AND THE BEATITUDES.

The next speaker, James Schermerhorn, publisher of the Detroit Times, spoke on "Testing the Beatitudes—A Twentieth Century Newspaper Experiment."

Mr. Schermerhorn proved easily the star performer of the evening. In a style nothing short of Mark Twainesque, he recited dryly his experience of running a newspaper more or less in accord with the Sermon on the Mount. Every one of his sentences was punctuated by the laughter of the diners, and there were many who insisted that if ever the beatitudes should desert Mr. Schermerhorn entirely, he would have no trouble making a mark as a humorist.

After paying his compliments to Mayor Gaynor for his remarks anent

The Story of
THE PITTSBURG DISPATCH

Started in a Small Way Soon Distances Rivals—Independence and Progressiveness Recognized Over the Whole World

The date of February 8, 1846, was rich in moment for Pittsburg, for it was on the morning of that day that the Pittsburg Dispatch came into existence. It was a rather insignificant sheet in appearance, as most of the newspapers were at that time, even in what was called the "metropolis," which, of course, meant New York City, Pittsburg merely giving promise of great things to come, with no great accompanying performance, though it was then a thriving and insistent little city.

Ten months previous to the birth of the Dispatch the great fire had swept the city and most of the business district had been destroyed. Hundreds of business men were ruined. Business was paralyzed. In the very presence and defiance of this disaster the Dispatch came into existence and was issued by J. Heron Foster from a "box" in Third street, the heart of the destroyed region. Such "nerve" was wonderfully inspiring and despairing ones were induced to "buck up" and grasp at new situations and look for new opportunities.

Mr. Foster had acquired the iron front building, one of the first in the city, which for long years was the office of the Dispatch, now the Newell Hotel, one of the most valuable properties on lower Fifth avenue. It was counted one of the finest properties for newspaper publication in the country.

The Great Change.

With the return of Mr. Foster from the great war the new firm of Foster & Company was organized in 1865. The initiator of the paper had a fine theory that it would be the wisest action imaginable to introduce into the firm those who had been most responsible for the making of the journal. For a considerable period two men, one on the writing force and the other managing the business and mechanical forces, had made good as few newspapermen of the time had done. With the death of Mr. Foster in 1868 these two acquired sole ownership of the Dispatch, and it has been in the families ever since. These were Alexander W. Rook and Daniel O'Neill. Mr. Rook was not only a fine judge of all that should appear in the editorial and reportorial and all other departments of a newspaper, but he was a thorough printer and something more. He knew the mechanical means of producing the printed sheet from "garret to cellar."

Mr. O'Neill had been city editor of the paper for several years before he came in the new firm of Foster & Company and had made a reputation for the handling of news. No two men were better known in the city than "Alec" Rook and "Dan" O'Neill. They set the pace for new journalism, which is continued to this day through that influence and independence which has been consistently pursued by the Dispatch.

Ever since that purchase the names of the Rooks and O'Neills have been synonymous with the name of the Dispatch.

It is probable that in all the history of journalism in America there are few other instances of a newspaper being so continuously under the management of members of two families, Colonel Charles Alexander Rook, President and Editor, being the eldest son of Alexander W. Rook, and Harry C. Rook, the younger son, secretary of the company and manager of the Philadelphia branch office, and Eugene M. O'Neill, a brother of Daniel O'Neill, the vice-president.

There was no machine typesetting in those olden days. While great advance had been made in presses, the paper was "set up" by the picking out of each separate type, the columns of type would be locked in "forms" and placed on a horizontal bed which was shunted back and forth by steam power, the paper being passed in sheets by hand feeding, and never for long years after moved automatically in great rolls as it is now upon quadruple, sextuple and octuple Hoe presses, mighty masses towering from floor to the ceiling of rooms really two stories in height and running so fast that the eye cannot follow the motion; printing, pasting, cutting, folding, counting, the result of mechanical wizardry. By the way, the first "perfecting" press in Pittsburg was installed in the Dispatch and was really the result of a fire. That occurred in 1877, and the interior of the five-story building in Fifth avenue, close to the old post-office, was practically a complete wreck with all of its contents.

The Latest and Greatest.

Mr. O'Neill died January 30, 1877. Mr. Rook died August 14, 1880. The Sunday issue was initiated some time later. The Fifth avenue building came to be unsuited for the more prodigious work and the more prodigious presses required for the doing of it. A large lot was purchased in Diamond street just above Smithfield, now occupied by Kaufmann's store building, and a building that seemed adequate at the time erected. This soon shrank to inadequacy with the amazing growth of circulation and the necessary printing, and the corner of Diamond and Smithfield was purchased and the space for operations doubled.

Again the great increase of space became too small for the demands of production of a paper that advanced by leaps and bounds.

It was decided to move out on Fifth avenue, and the site, 1331-1333-1335, was selected, and an ideal newspaper building erected. As all now know who know anything about the city, this building with its annex through the entire block from Fifth avenue to Colwell street, the main structure and the annex being connected by a bridge over Our alley, is the chief structure east of the Courthouse.

By native and foreign visitors, both professional newspaper men and laymen, this newspaper building in all its arrangements, all its machinery, the artistic grouping of floors and rooms for the finest economy in the saving of time and labor, is one of the most perfect in the world.

An Admirable Arrangement.

"Most of our newspaper offices on the other side of the ocean are straggling," said an eminent editor and publisher of London, "and lacking in harmony of arrangement for the purpose for which they were intended. Your office of the Dispatch is one of the most admirably compact in the grouping of all features of the machinery for producing a newspaper, intellectual, business and mechanical, that I have ever inspected. It might almost be called a work of art, it is so splendidly adapted for the purpose for which it was designed."

No prophetic vision of J. Heron Foster, the founder of the Dispatch, or of the Foster Company, of which Alexander W. Rook and Daniel O'Neill were members, or of yet later members of the earlier Dispatch Publishing Company could have foretold even a little of the proportions to which the Dispatch would reach 68 years after the first issue of the paper in Third street.

the New York Press, and the country newspapers, the speaker turned to the history of his effort to run in Detroit, Mich., a paper which he thought would please New York's Mayor:

I gather that the press of New York City is not unitedly behind Mayor Gaynor. I know, of course, that the press of this country is not always run on the lines that would most appeal to the Mayor's friend, Epictetus. But I would say here that doing team work with the beatitudes may be a very worthy endeavor, but is rather hard on the man who attempts it. The prospects of such a man retiring in his old age with money enough to get decent burial are rather mournful. Not all those who pray for the beatitudes in newspapers subscribe to newspapers. This is very disconcerting to the man who has payrolls coming due, and whose only safeguard against the bread line are the advertising bills due.

My experience with the beatitudes has not always been pleasant. Of course, some people appreciate what the Detroit Times is doing. Only a few weeks ago a Detroit clergyman, whom I know rather well, came to me and said: "You're doing a great work, my boy." Of course, I appreciated the encouragement, but noticed sticking out of one of his coat pockets a copy of one of my competitors, while the other pocket contained a copy of the other. But the Detroit Times will continue to run with the beatitudes and ultimately we hope to find better recognition.

Mr. Schermerhorn employed the editorial "we" and made a deep impression upon his audience.

POINTS TO FOLLY OF KNOCKING.

O. H. Blackman, president of the Blackman-Ross Co., spoke on "The Conservation of the National Advertiser. He urged publishers to refrain from the futile rivalries of padded circulation statements and elastic rate cards. In his opinion the generation of mutual confidence among publishers, the standardization of methods and elimination of "knocking" would do much to make advertising a more profitable business than it is now. Mr. Blackman expressed it as his hope that within a short time the advertising agencies would be able to look upon the country publishers as their representatives in the territory covered by their circulation. He pointed out that nothing was being gained my newspaper proprietors and business managers in spending most of their energy in efforts calculated to prove the other man a liar.

There is one matter that I want to dwell on to-night, said Mr. Blackman, complaint is often made that certain advertising agents favor the magazines at the expense of the dailies. In addition to what I have said about this, I want to draw your attention to the tactlessness so often encountered by national advertisers. You will grant that the business man in his business and social life has the right to choose his neighbors and associates. You will also grant that in harmony with this he must have the right to choose his neighbors in his advertising columns he uses.

DETTER JUDGMENT IS NEEDED.

Some time ago I placed a contract for a widely advertised breakfast food. To my surprise this advertisement of a very clean nature was stuck among the worst form of medical announcements. Naturally, the advertiser objected to this, and

(Continued on page 126.)

HERE'S A GOOD BUY——
THE READING NEWS
A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 334 Fifth Ave., New York; 122 So. Michigan Ave., Chicago.

A steadily increasing business—without the aid of special editions—is the answer as to why
THE EVENING MAIL'S
policy of accepting only clean advertisements is a winning one.
203 Broadway - New York

Who Who
YOU NEED ME
"2,001 NEWSPAPER MEN I KNOW PERSONALLY"

This Space Reserved for THE TOPEKA STATE JOURNAL.

ILLUSTRATED SUNDAY MAGAZINE

Sunday Magazine of The Denver Republican
DENVER, COLO. MARCH 23, 1913

Let Us Help You and Your Decorator Get An Extra Fine Job At Least Expense

40 Plans Free
Write Us At Once.
ALABASTINE COMPANY
Grand Rapids, Mich., U. S. A.
Alabasco is used with the utmost success for the interior decorating of modern office buildings, theatres, clubs, hotels and apartment buildings

Sunday Magazine
THE BOSTON SUNDAY HERALD

No Magazine, no matter what its cost, can boast of a more impressive list of contributors. These leading authors and artists are featured regularly in current issues of the ILLUSTRATED SUNDAY MAGAZINE.

LEADING WRITERS:

Richard Harding Davis, George Randolph Chester, Wallace Irwin, George Barr McCutcheon, Mary Roberts Rinehart, Anna Katherine Green, Rex Beach, James Oliver Curwood, Ellis Parker Butler, Gouverneur Morris, George Pattullo, Chas. C. D. Roberts, Elinor Glyn, Gellett Burgess, Arthur Stringer

LEADING ARTISTS:

James Montgomery Flagg, Hamilton King, Chase Emerson, Howard Chandler Christy, Will Foster, Edmund Frederick, Henry Hutt, George Brehm, F. Earl Christy, Penryhn Stanlaws, Worth Brehm, Hanson Booth, C. Coles Phillips, David Robinson, Anton Otto Fisher

PROGRESS.

THE FEBRUARY 1913 ISSUES OF THE ILLUSTRATED SUNDAY MAGAZINE SHOWED A GAIN IN ADVERTISING VOLUME OVER THE FEBRUARY ISSUES OF 1912.

THE MARCH 1913 ISSUES OF THE ILLUSTRATED SUNDAY MAGAZINE SHOWED A GOOD INCREASE OVER THE MARCH 1912 ISSUES.

THE APRIL 1913 ISSUES OF THE ILLUSTRATED SUNDAY MAGAZINE SHOW A SUBSTANTIAL GAIN OVER APRIL 1912 ISSUES.

These increases have been made in face of the fact that hundreds of lines of advertising formerly accepted (and which was carried in 1912) are now ruled out of our advertising columns.

Published Co-operatively as a Part of the Sunday Edition of These Seventeen Important Newspapers:

PITTSBURGH GAZETTE TIMES
ROCHESTER DEMOCRAT & CHRONICLE
MEMPHIS COMMERCIAL APPEAL
LOUISVILLE COURIER-JOURNAL
NEW ORLEANS PICAYUNE
MINNEAPOLIS TRIBUNE
BUFFALO TIMES
DENVER REPUBLICAN
COLUMBUS DISPATCH
BOSTON HERALD
DETROIT FREE PRESS
DES MOINES REGISTER & LEADER
RICHMOND TIMES DISPATCH
OMAHA WORLD HERALD
MILWAUKEE SENTINEL
PROVIDENCE TRIBUNE
WORCESTER TELEGRAM

Lane Bryant Inc.

CHICAGO, Mallers Building. 250 Fifth Avenue, NEW YORK. Tremont Building, BOSTON.

NOTICE

This Company is the originator and creator of the Linotype art, and all existing Linotype machines are built under its patents. All Two-Letter Linotype machines are covered by patents of this Company having a number of years to run

No Linotype machine having Two-Letter Matrices, Multiple Magazines, or the other improvements which place the present day Linotype far ahead of the earlier machines, can be used without the permission of this Company.

Any person or persons counterfeiting or imitating our machinery, or persons using such goods, will be held strictly accountable in the courts.

MERGENTHALER LINOTYPE COMPANY.

DAYTON EXPERIENCES.

An Eye Witness Describes the Difficulties Encountered by the City's Newspapers—How the News Rose to the Occasion.

Dayton's flood struck hard. To fully realize how hard, it is well to remember that it was the first time that the entire press of a modern city was completely paralyzed and three up-to-date papers unable to issue a single copy from their plants.

The News, Journal and Herald were but two blocks apart and all in the center of the flood zone. The Journal and Herald were doubly exposed, for heavy fire losses were suffered on the same block, and for a while it looked as if their building would be wiped out.

A very few of the staff of both afternoon papers were in the buildings when the flood broke Tuesday, but flooded pressrooms ruined white stock and crippled wires combined to make publication impossible.

MANAGER MEAD MAROONED.

General Manager Mead, of the News, was at his home on the west side with an impassible river between him and the office. Others of the staff were in the same predicament. As soon as the rush of waters permitted the handling of a boat, they crossed as a relief crew, only to give up their places in turn to others equally anxious to get back to the west side.

It took but a few minutes to complete arrangements with the National Cash Register management for the partial use of their printing plant, and the moment the flood receded sufficiently to permit of the passage of automobiles through the streets one-sheet papers were being distributed free to the thousands who were hungering for news not only from the outside world, but the isolated sections of the city that contained friends and relatives.

The Herald and Journal were more heavily handicapped, for the limited resources of the improvised Cash Register plant did not permit of the handling of other than the News, but they met the conditions by securing a press at Richmond, Ind., rushing the papers across the State and making a distribution but slightly behind the more favored News that was able to print on the ground.

The strain to all was heart wracking, but the staffs met the conditions as though it were a regular occurrence. Mead, of the News, never left the office from Thursday until Monday, and his example was followed by others who seemed determined to combat the conditions and re-establish daily service irrespective of cost and expenditure of energy. The Cincinnati Enquirer and Cleveland Plain Dealer were the first outside papers to get in and make any pretense of distribution. Both circulation departments had personal representatives on the ground who lived on the job twenty-four hours a day until order was resumed. It was fierce while it lasted, but few of those privileged to participate regret the experience.

The Mylius Case Comes Up Again.

The immigration authorities throughout the country are waiting impatiently for a definite decision in the Mylius case as they do not know how to take the decision of Judge Noyes admitting the writer to this country and how the view taken by the district court affects their powers. Judge Noyes, in granting Mylius the writ of habeas corpus on which he was released from Ellis Island, held that a libel did not necessarily imply moral turpitude. Assistant District Attorney Boyle asked for a speedy hearing of the Government's appeal against the court's decision, declaring that the judge's opinion left the immigration authorities uncertain as to what they were expected to do. The United States Circuit Court of Appeals last Saturday denied Mr. Boyle's motion, on the ground that there was no necessity of immediate action.

Largest Sworn Circulation in Texas.

The HOUSTON CHRONICLE

(Daily and Sunday)

Daily Average for March - 34,806
Sunday " " " - 40,802

Sworn statements made United States Post Office Department, regular examinations by American Association of Advertisers and sworn figures given all newspaper directories. Lowest advertising rates per thousand circulation of any newspaper in the South.

Eastern Representatives,
LA COSTE & MAXWELL
NEW YORK CITY

Western Representatives,
JOHN M. BRANHAM COMPANY
CHICAGO, ILL.

TIPS FOR THE AD MANAGER.

George Batten Co., Fourth Avenue building, New York City, is placing one time orders with large Sunday papers for the Pompeian Manufacturing Co., "Pompeian Massage Cream," Cleveland, O. It is also transferring the advertising for the Encyclopedia Britannica Co., 116 West Thirty-second street, New York City

Lord & Thomas, Mallers building, Chicago, Ill., are figuring on a general newspaper campaign for Collier's Weekly, 416 West Thirteenth street, New York City.

Wyckoff Advertising Co., 25 East Twenty-sixth street, New York City, is renewing contracts with a selected list of papers for the Crex Carpet Co., 377 Broadway, New York City.

Wylie B. Jones Advertising Agency, Binghamton, N. Y., is sending out orders to New England papers for the Ames Chemical Co., Whitney Point, N. Y.

Brackett-Parker Co., 225 Fifth avenue, New York City, and 77 Franklin street, Boston, Mass., is issuing orders to one paper in a selected list of cities for the Girard Co., "Olus Underwear," 346 Broadway, New York City.

Cates Advertising Co., Dallas, Tex., is placing 10 in. seven column orders with Southwestern papers for the Southern States Cotton Corp., Dallas, Tex.

Frank Presbrey Co., 456 Fourth avenue, New York City, is forwarding contracts to Eastern papers for the New York, Ontario & Western Railway, New York City.

Tracy-Parry Co., Lafayette building, Philadelphia, it is reported, will place 300 l. 11 t. orders with some Southern papers for the Southern Railroad Co., Washington, D. C. It is also handling the advertising for the Silvex Co., "Glad Rags Polishing Cloth," 60 Wall street, New York City.

Donovan & Armstrong, Commonwealth building Philadelphia, Pa., are renewing contracts with newspapers in cities where they have agents for A. B. Kirchbaum & Co., "Kirchbaum Clothing," Bond and Carpenter streets, Philadelphia.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York City, is issuing contracts for Henry J. Roussel, Inc., "Eau Gorlier," Lotion Face Powder Soap, 1265 Broadway, New York City, 4 Place de Vosges, Paris, France.

Jean Dean Barnes, 354 Fourth avenue, New York City, is sending out orders to a large list of papers for B. Priestley & Co., "Mohair Cloth," 100 Fifth avenue, New York City.

H. Summer Sternberg Co., 208 Fifth avenue, New York City, it is reported, will start a newspaper campaign shortly for Kah & Frank, "Loxitor" Underwear, 573 Broadway, New York City.

W. F. Hamblin & Co., 200 Fifth avenue, New York City, it is said, will shortly place orders with dailies and semi-weekly papers for the Reina Specialty Co., 295½ Pearl street, New York City. It is also reported that this agency is preparing some copy for the Magistral Chemical Co., 949 Broadway, New York City.

Chas. H. Fuller Co., 623 South Wabash avenue, Chicago, is forwarding 250 inches to some Pennsylvania papers to be used in one year for the Marion Motor Car Co., Indianapolis, Ind.

M. C Wells Advertising Agency, 38 Park Row, New York City, is issuing 2¼ in. 2 t. a. w. orders for six months with a selected list of papers for James Olwell & Co., Liquors, 181 West street, New York City.

George Batten Co., Fourth Avenue building, New York City, it is reported, is adding additional cities to the list of Geo. P. Ide & Co., "Silver Brand Collars and Shirts," Troy, N. Y.

An established reputation for integrity with prospective buyers

NOT ON THE MARKET

But will sell to a good buyer. Many of my propositions are just that kind. They are money makers and can't be bought elsewhere. All correspondence confidential.

H. F. HENRICHS

Newspaper Broker

110 EAST RYDER LITCHFIELD, ILL.

Desirable newspaper properties for sale in every state in the Union

Dudley, Walker & Co., Peoples Gas building, Chicago, Ill., are making contracts with Southwestern papers for the Chicago Great Western Railroad Co. Chicago, Ill.

Street & Finney, 45 West Thirty-fourth street, New York City, are issuing 5,000 l. contracts to some Western papers for the Chase Motor Truck Co., Syracuse, N. Y.

Bloomingdale-Weiler Advertising Agency 1420 Chestnut street, Philadelphia, Pa., is forwarding 20 line copy to some papers in Baltimore, Philadelphia and Pittsburgh for the Dilworth Hardware & Electric Supply Co., 1604 and 417 Market street, Philadelphia, Pa.

Dunlap-Ward Advertising Co., Hartford building, Chicago, and U. S. Rubber building, New York City, is handling the advertising for the Revere Rubber Co., "Red Plug Spring Step Rubber Heels," New York City and Boston, Mass.

Albert Frank & Co., 26 Beaver street, New York, are placing orders with a selected list of papers east of Pittsburgh, Pa., for Joseph P. Day, "The State of New York," Westchester County Real Estate, 31 Nassau street, New York City.

Nichols-Finn Advertising Co., Kesner building, Chicago, is handling the advertising of the Mark Cross Co., "Mark Cross Safety Razor," New York City, to be placed in Western papers.

George W. Edwards, 328 Chestnut street, Philadelphia, Pa., is sending out 5 in. d. c. 1 t. orders to a few selected papers for Harrison Bros. & Co., Paints, etc., Thirty-fifth and Grey's Ferry Road, Philadelphia, Pa.

Alfred Gratz, 1001 Chestnut street, Philadelphia, is placing the advertising of the De Long Hook & Eye Co., "Hub Hook and Eye," Broad and Wallace streets, Philadelphia, with Michigan papers.

Robert M. McMullen Co., Cambridge building, New York City, is making 5,000 l. contracts with New York State papers for the Standard Milling Co., 49 Wall street, New York City.

P. K. Frowert (Inc.), 23 West Forty-second street, New York, is forwarding orders to Boston, New York City, Philadelphia and Washington, D. C., papers for Charles, of London, Antiques, 718 Fifth avenue, New York.

Richard A. Foley Advertising Agency, Bulletin building, Philadelphia, is placing orders with a few selected papers for Notaseme Hosiery Co., Masher and Oxford streets, Philadelphia, Pa.

The Siegfried Co., Inc., 50 Church street, New York City, is sending out 5,000 line contracts to principal New Jersey newspapers for the Armitage Varnish Co., "Armorite Wall Enamel," 54 Dawson street, Newark, N. J. It has also prepared a Southern campaign for the American Temperence Life Insurance Association. Orders for 42 line copy are now going to West Virginia newspapers.

Stack Advertising Agency (Inc.), Heyworth building, Chicago, Ill., is placing 3,000 l. one year contracts with Pacific Coast papers for Swift & Co., Chicago, Ill.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, is issuing to a few papers 4 inch 26 t. orders for C. J. Moffett Med. Co., St. Louis, Mo.

The Levan Advertising Agency, Chicago, is making 2,000 l. one year contracts with Middle West papers for Pearl LaSage.

Lyddon & Hanford (Inc.), 452 Fifth avenue, New York City, are contracting 100 line 42 time orders with Mississippi papers on a trade basis for the Hotel Victoria.

Cowen Co. (Inc.), John Hancock building, Boston, Mass., is forwarding 2,100 l. one year contracts to Eastern papers for the New England Liness.

VISITORS AT E. & P. BOOTH.

Among those who called at THE EDITOR AND PUBLISHER booth were:

P. E. Burton, Joplin News-Herald; John Irvine, editor, printer and publisher, Toronto, and secretary Canadian Publishers' Association; William Darling, Wesel Mfg. Co., New York; Edw. M. Corney, Carl Ackerman, Charles R. Long, Chester (Pa.) Times; Milo Whittaker Jackson (Mich.) Patriot; F. Adler, Davenport (Ia.) Times; James F. Powell, Ottumwa, Ia.; H. A. Brown, Bridgeport, Conn.; W. O. Littick Zanesville (O.) Times-Recorder; W. W. Chapin, San Francisco Call; C. L. Drake, Stroudsburg (Pa.) Times; Thomas P. Dawley, Jr., New York; Frank P McBreen, New York; E. T. Perry, New York; Robert W. Neal, Amherst, Mass; E. W Bachman, New York Globe; George J. Auer, Albany (N. Y.) Knickerbocker-Press; "Doc" Coone, E. S. Alden, Holyoke (Mass.) Artisan.

ROLL OF HONOR

Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained, with later figures, in some instances furnished by the publisher.

ARIZONA.

GAZETTE—Av. Cir. Feb., 6,339.... Phoenix

CALIFORNIA.

ENTERPRISE ..... Chico

RECORD ..... Los Angeles

TRIBUNE ..... Los Angeles

Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles.

INDEPENDENT ..... Santa Barbara

BULLETIN ..... San Francisco

CALL ..... San Francisco

ORCHARD AND FARM IRRIGATION
San Francisco

The leading Farm Journal of the Pacific Coast and the Irrigated States.

RECORD ..... Stockton

Only newspaper in Stockton that will tell its circulation.

FLORIDA.

METROPOLIS ..... Jacksonville

GEORGIA.

ATLANTA JOURNAL (Cir. 54989) Atlanta

CONSTITUTION ..... Atlanta

CHRONICLE ..... Augusta

LEDGER ..... Columbus

ILLINOIS.

POLISH DAILY ZGODA..... Chicago

SKANDINAVEN ..... Chicago

HERALD ..... Joliet

NEWS ..... Joliet

HERALD-TRANSCRIPT ..... Peoria

JOURNAL ..... Peoria

STAR (Circulation 21,589)..... Peoria

INDIANA.

LEADER-TRIBUNE ..... Marion

THE AVE MARIA..... Notre Dame

IOWA.

REGISTER & LEADER..... Des Moines

THE TIMES-JOURNAL..... Dubuque

KANSAS

CAPITAL ..... Topeka

KENTUCKY.

COURIER-JOURNAL ..... Louisville

TIMES ..... Louisville

LOUISIANA.

DAILY STATES..... New Orleans

ITEM ..... New Orleans

TIMES-DEMOCRAT ..... New Orleans

MARYLAND.

THE SUN..... Baltimore

has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.

MICHIGAN.

PATRIOT (Morning)..... Jackson

Daily (Except Monday)
Average, Year of 1912
Daily..... 10,589 Sunday..... 11,629

MINNESOTA.

TRIBUNE, Morn. & Eve..... Minneapolis

MISSOURI.

GLOBE ..... Joplin

POST-DISPATCH ..... St. Louis

MONTANA.

MINER ..... Butte

NEBRASKA

FREIE PRESSE (Cir. 128,384).... Lincoln

NEW JERSEY.

PRESS ..... Asbury Park

JOURNAL ..... Elizabeth

COURIER-NEWS ..... Plainfield

NEW MEXICO.

MORNING JOURNAL..... Albuquerque

NEW YORK.

KNICKERBOCKER PRESS..... Albany

BUFFALO EVENING NEWS.... Buffalo

BOLLETTINO DELLA SERA, New York

EVENING MAIL..... New York

STANDARD PRESS..... Troy

OHIO.

PLAIN DEALER..... Cleveland

Circulation for March, 1913.

Daily 110,365

Sunday 143,525

√INDICATOR ..... Youngstown

PENNSYLVANIA.

TIMES ..... Chester

DAILY DEMOCRAT..... Johnstown

DISPATCH ..... Pittsburgh

PRESS ..... Pittsburgh

GERMAN GAZETTE..... Philadelphia

TIMES-LEADER ..... Wilkes-Barre

GAZETTE ..... York

SOUTH CAROLINA.

DAILY MAIL..... Anderson

THE STATE..... Columbia

(Cir. July, 1912, S. 20,986; D. 20,956)

TENNESSEE.

NEWS-SCIMITAR ..... Memphis

BANNER ..... Nashville

TEXAS.

STAR-TELEGRAM ..... Fort Worth

Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.

CHRONICLE ..... Houston

WASHINGTON.

POST-INTELLIGENCER ..... Seattle

WISCONSIN.

EVENING WISCONSIN..... Milwaukee

CANADA.

ALBERTA.

HERALD ..... Calgary

BRITISH COLUMBIA.

WORLD ..... Vancouver

ONTARIO.

FREE PRESS..... London

QUEBEC.

LA PATRIE..... Montreal

LA PRESSE Ave. Cir. for 1912, 114,371 Montreal

DAILY ASSOCIATION.

Manager Adams Submits Report at Annual Meeting Held Wednesday.

The following is an excerpt from the report of J. W. Adams, general manager of the Daily Newspaper Association:

"In May, 1912, the organization prepared an exhibit of newspaper advertising which attracted a great deal of interest and attention at the Dallas convention of the Associated Advertising Clubs of America. This was done as part of the work for the promotion of newspaper advertising. An exhibit similar in character but much more extensive is being prepared for the Baltimore convention of the Associated Advertising Clubs of America, to be held in June of this year.

"During the past year the work for the promotion and development of newspaper advertising has been conducted as closely as our limited funds would permit, along the lines suggested last year, proposing to interest and to convince advertisers of the value of newspaper advertising.

CONSOLIDATION IS FAVORED.

"The reorganization in December, 1912, of the Daily Newspaper Club, under the name Daily Newspaper Association, provided for direct solicitation, and the consolidation which is being discussed with the National Dailies and the United Newspapers would ensure this by providing adequate funds.

"One of the chief services that the Daily Newspaper Association can render is the gathering and compilation of data and statistics in regard to advertising and merchandising conditions throughout the country. We already have gone very far along these lines. We cannot, however, go much further, nor anywhere nearly far enough, unless adequote revenue is afforded for the work.

"It is possible now to give exact information in regard to the advertisers that are employing the magazines; to state the amount of space they use and in what issues they use it. It should be possible for this office to have ready similar information in regard to newspaper advertisers.

MAGAZINE ADVERTISING DECREASES.

"During the year there has been a decrease in the volume of magazine advertising, and at the same time, an increase in the volume of newspaper advertising. This is the result of work by many factors, but it seems reasonable to believe that the Daily Newspaper Club and its successor, the Daily Newspaper Association, has had a considerable part in this, mainly through the cumulative effect of its work not only during this year, but during the four previous years of its history.

"Since, prior to the reorganization, it was not authorized or organized to engage in the direct solicitation of advertising for newspapers, it is perforce not to be expected that it can indicate specific accounts which it has brought to the newspapers. At the same time, it is interesting to know that of the 260 important general advertisers enumerated in our "Solicitation List" last June as employing magazines to the exclusion of newspapers, eighteen of these have become general newspaper advertisers and twenty-one have become newspaper advertisers in a small way. It is also interesting and encouraging to know that in the last three years, sixty prominent newspapers of large cities have gained 27.3 per cent. in volume of advertising.

ADVERTISERS OFFERED AID.

"The Daily Newspaper Association has endeavored to interest the newspapers of this country, non-members as well as members, in the value of local co-operative service to advertisers. Such service includes the furnishing of exact data to an advertiser in regard to local merchandising conditions affecting the commodity which he has to advertise, and also of affording a personal introduction of the merchandiser's representative to the local retailers whenever such co-operation is desired.

"This local co-operative service can be rendered easily by newspapers, and no other advertising medium can possibly approach the service which the newspapers can render in this respect, for in order to do so each other advertising medium would have to establish an office in each community, whereas the newspaper offices are in a position to do this work, thus constituting what might be called a local branch in every community through which the central office of the Daily Newspaper Association can secure co-operation for an advertiser. Over 100 newspapers throughout the country have already indicated their entire willingness to render this co-operation.

"The Daily Newspaper Association believes that the good of the whole newspaper advertising field would best be served by one strong association rather than by three associations, whose division of work would mean a division of energy, and, hence, a lack in economy of energy and in degree of accomplishment."

At the meeting held on Wednesday, the organization elected the following officers:

Officers—Louis Wiley, president, New York Times; Edward Flicker, vice-president, Cincinnati Enquirer; Leland M. Burr, treasurer, New York Evening Post; J. W. Adams, secretary.

Executive Committee—G. J. Auer, Albany Knickerbocker Press; H. F. Gunnison, Brooklyn Daily Eagle; W. P. Goodspeed, Buffalo Evening News; W. J. Pattison, New York Evening Post; Don C. Seitz, New York World; D. B. Plum, Troy Record, and J. B. Woodward, special representative.

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DAILY CLUB DINNER.

(Continued from page 123.)

I think that you will see the reasonableness of his act.

It is nothing unusual for newspapers to be guilty of this offense, for such undoubtedly it is, and, this in a large measure, has prejudiced national advertisers against using the daily papers.

I do not mean to say here that this is the sole cause, but it certainly is a contributory influence that has no reason to exist. Advertising of a desirable class should not be on the same pages with advertising that is clearly objectionable. To do so will drive out the advertiser, leaving a hole in your pocket.

The conservation of the national advertiser depends upon co-operation between the advertising agent and the newspaper and can be realized only if we give the national advertiser a square deal.

Owing to the lateness of the hour, Charles W. Dietrich, who was to speak on "The Ethical Side of Advertising," refused to hold the company longer; and, after thanking them for the opportunity to have addressed them at all, the audience, as Mr. Wiley put it, went home, in cases where this was possible, and to the hotel in cases where this was not possible.

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